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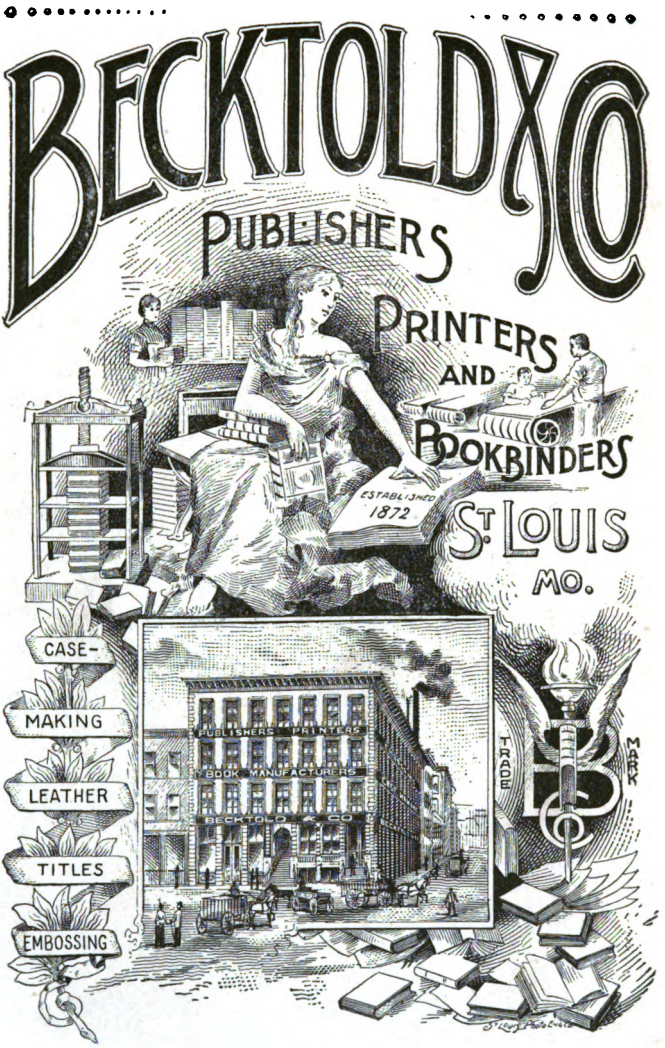


# *Proceedings of the ... Annual Session of the Arkansas Press Association*

Arkansas Press Association

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**200-212 Pine Street, St. Louis, Mo.**

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# PROCEEDINGS

...OF THE...

## TWENTY-FIRST ANNUAL SESSION

...OF THE...

# ARKANSAS PRESS ASSOCIATION,

...HELD AT...

## FORT SMITH, ARKANSAS,

May 20, 21 and 22, 1893.

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MORRILTON, ARK.

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# OFFICERS 1892-3.

* * *

## Ex-Presidents.

| | |
|---|---|
| Adam Clark | Arkadelphia |
| C. C. Colburn | Ozark |
| C G. Newman | Pine Bluff |
| J. R. Bettis | St. Louis |
| W. W. Folsom | Augusta |
| J. R. Newman | Harrison |
| G. R. Williams | Ft. Smith |
| George Thornburgh | Little Rock |

## Active Officers.

### President.

| | | |
|---|---|---|
| B. F. Jobe, | Democrat, | Russellville |

### Vice-Presidents.

| | | |
|---|---|---|
| First, Leon Roussan, | Times, | Osceola |
| Second, O. C. Ludwig, | Herald-Journal, | Clarksville |
| Third, E. L. Givens, | Guard, | Batesville |

### Corresponding Secretary.

| | | |
|---|---|---|
| John R. Jobe, | Beacon, | Searcy |

### Financial Secretary.

| | | |
|---|---|---|
| W. M. Kavanaugh, | Gazette, | Little Rock |

### Recording Secretary.

| | | |
|---|---|---|
| J. J. Thomasson, | Democrat, | Prescott |

### Treasurer.

| | | |
|---|---|---|
| J. L. Tullis, | Gazette, | Hope |

### Orator.

| | | |
|---|---|---|
| W. M. Neal. | World, | Helena |

### Historian.

| | | |
|---|---|---|
| E. G. Henderson, | Record, | Ev'ng Shade |

### Poet.

| | | |
|---|---|---|
| T. B. Morton, | Enterprise, | Fordyce |

### Executive Committee.

| | | |
|---|---|---|
| First District, E. P. B. Hynson, | Herald, | Hardy |
| Second District, G. R. Williams, | Times, | Ft. Smith |
| Third District, J. L. Tullis, | Gazette, | Hope |
| Fourth District, W. M. Greenwood, | Express, | Paris |
| Fifth District, J D. Hailey, | Progress, | Berryville |
| Sixth District, E. L. Givens, | Guard, | Batesville |

Ex-Officio—President, Historian and Secretary.

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# OFFICERS 1893-4.

* * *

## Ex-Presidents.

| | |
|---|---|
| Adam Clark | Arkadelphia |
| C. C. Colburn | Ozark |
| C. G. Newman | Pine Bluff |
| J. R. Bettis | St. Louis |
| W. W. Folsom | Augusta |
| J. R. Newman | Harrison |
| G. R. Williams | Ft. Smith |
| George Thornburgh | Little Rock |
| B. F. Jobe | Russellville |

## Active Officers-Elect.

### President.

| | | |
|---|---|---|
| Leon Roussan, | Times, | Osceola |

### Vice-Presidents.

| | | |
|---|---|---|
| First, O. C. Ludwig, | Herald-Journal, | Clarksville |
| Second, Ed. L. Givens, | Guard, | Batesville |
| Third, J. W. Adams, | Graphic, | Pine Bluff |

### Corresponding Secretary.

| | | |
|---|---|---|
| John R. Jobe, | Beacon, | Searcy |

### Financial Secretary.

| | | |
|---|---|---|
| W. S. Mitchell, | Democrat, | Little Rock |

### Recording Secretary.

| | | |
|---|---|---|
| A. C. Hull, | Banner, | Harrison |

### Treasurer.

| | | |
|---|---|---|
| J. L. Tullis, | Gazette, | Hope |

### Orator.

| | | |
|---|---|---|
| G. R. Williams, | Times, | Ft. Smith |

### Historian.

| | | |
|---|---|---|
| E. G. Henderson, | Record, | Evening Shade |

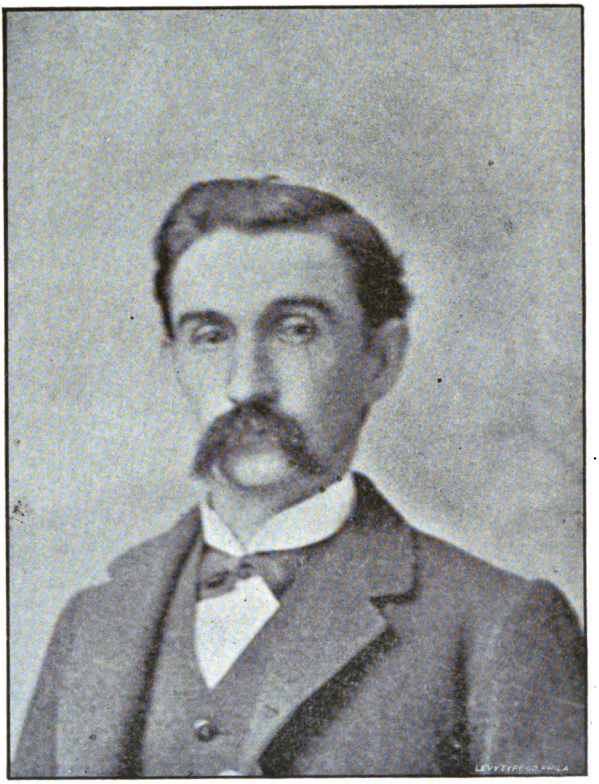
### Poetess.

| | | |
|---|---|---|
| Miss Eva Thomasson, | Democrat. | Prescott |

### Executive Committee.

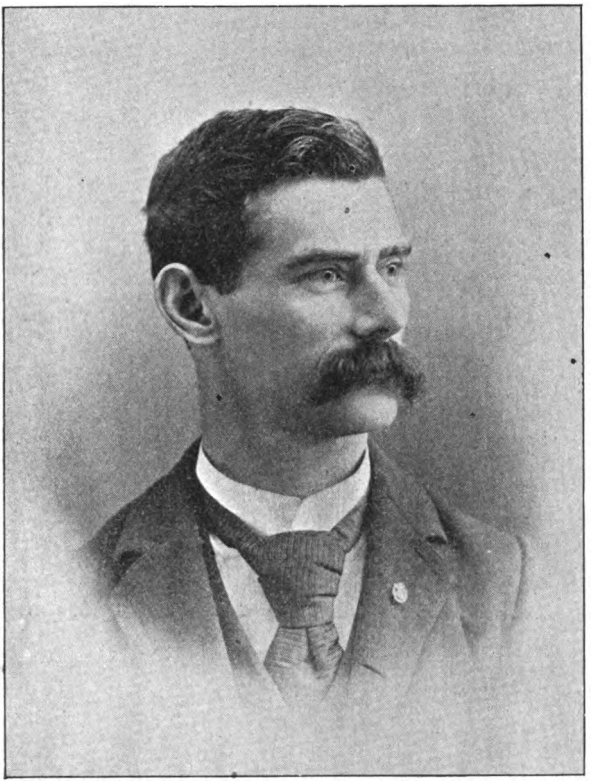
| | | |
|---|---|---|
| First District, Harry Clark, | Index, | Mariana |
| Second District, T. B. Morton, | Enterprise, | Fordyce |
| Third District, C. E. Shankle, | Picayune, | Prescott |
| Fourth, District, Geo. Russ Brown, | Press, | Little Rock |
| Fifth District, I. M. Partridge, | Sentinel, | Fayetteville |
| Sixth District, W. Theo. Smith, | Chronicle, | Stuttgart |

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LEON ROUSSAN,
TIMES, OSCEOLA, PRESIDENT.

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O. C. LUDWIG,
HERALD-JOURNAL, CLARKSVILLE, FIRST VICE PRESIDENT

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# TO THE CRAFT.

Special attention is directed to the advertisements in this copy of the minutes. The firms who advertise have done so with a hope of getting due return for the money they have spent in advertising, by receiving the trade of the members of the association, and I certainly think that the members of the association, as well as other printers, should trade with the firms who ask for their trade in the pages of the minutes.

In writing to advertisers mention the fact that you saw their advertisement in Minutes Arkansas Press Association. ROBT. W. LEIGH, Publisher.

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## FIRST DAY.

TUESDAY, JUNE 20TH, 1893.

At 10 a. m., B. F. Jobe, president of the Arkansas Press Association, called that body to order in the grand opera house at Ft. Smith, Ark., and the Rev. Mr. Allen delivered the invocation, after which the roll of members was called with the following members present and answering thereto:

| NAME. | PAPER. | TOWN. |
|---|---|---|
| J. W. Adams | Graphic | Pine Bluff |
| F. M. Carter | Courier | Corning |
| J. A. Carter | Citizen | Mountain Home |
| C. C. Colburn | Democrat | Ozark |
| Frank Denton | Bee | Batesville |
| W. W. Folsom | Vidette | Augusta |
| J. W. Gardner | Democrat | Texarkana |
| E. L. Givens | Guard | Batesville |
| B. F. Jobe | Democrat | Russellville |
| J. R Jobe | Beacon | Searcy |
| W M. Kavanaugh | Gazette | Little Rock |
| E. C. Kinney | Advance | Judsonia |
| O. C. Ludwig | Herald-Journal | Clarksville |
| J. R. Newman | Times | Harrison |
| J. H. Page | News | Warren |
| J. M. Raines | Chronicle | Fordyce |
| W. Theo Smith | Chronicle | Stuttgart |
| J. J. Thomasson | Democrat | Prescott |
| J. L. Tullis | Gazette | Hope |
| W. M. Van Hook | Tribune | Eldorado |

On motion of F. D. Denton, the reading of the proceeding of the meetings of the last day of the last meeting was dispensed with,

Whereupon, the president announced the following standing committees; viz:

ON LIBEL LAW.—Adam Clark, E. C. Kinney and J. M. Raines.

ADVERTISING RATES.—W. E. Spencer, J. W. Gardner and W. R. Jones.

ON NEWSPAPER LEGISLATION.—W. T. Smith, C. G. Newman and F. M. Carter.

MEMBERSHIP.—W. W. Folsom, J. J. Baugh and J. A. Carter.

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SECRETARY AND TREASURER'S BOOKS.—J. R. Newman, F. D. Denton and W. S. Mitchell.

RESOLUTIONS.—J. L. Tullis, A. C. Hull and W. M. Van Hook.

CONSTITUTION AND BY-LAWS.—C. C. Colburn, G. R. Brown and E. L. Vadakin.

MEMORIALS TO THE DEAD.—J. W. Adams, Mrs. Sue L. James and W. F. Hicks.

Application for membership was presented by the following named editors and referred to the committee on membership:

| NAME | PAPER | TOWN |
|---|---|---|
| G. W. Gunder | Gazette | Little Rock |
| Harry Clark | Index | Mariana |
| P. H. Thomas | Democrat | Warren |
| J. O. Blakeney | Headlight | Morrilton |
| Miss Willie Hicks | Democrat | Lonoke |
| W. W. Baker, | Herald | Jasper |
| C. E. Shankle | Picayune | Prescott |
| S. H. Williams | Telegraph | Washington |
| Mrs Jennie V. Hicks | Post | Dardanelle |
| J. S. Lake | Democrat | Lockesburg |
| C. H. C. Howard | Herald | Jasper |
| G. W. Clayton | Fountain | Eureka Springs |
| J. L, Russell | Times | Paris |
| T. L. Vaughan | Mirror | Brinkley |
| J. H. Pollard | Record | Magnolia |
| Geo. L. Williams | Elevator | Fort Smith |
| C. M. Wilmeth | Christian Preacher | Corinth |
| W. L. Wilmeth | Watchman | Corinth |

And after due consideration thereof, the committee reported them back to the association with a recommendation that they be elected to membership, which was done, in the case of each, unanimously.

A recess of ten minutes was then taken for the collection of dues, after which the association went into the election of a treasurer; the president appointing Adam Clark and W. Theo. Smith, tellers for that purpose.

J. L. Tullis and J. H. Tage were placed in nomination, resulting, when the ballot had been taken, in the election of J. L. Tullis.

The secretary then read an invitation to the association

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COL. I. M. PARTRIDGE,
FAYETTEVILLE SENTINEL, MEMBER EXECUTIVE COMMITTEE.



HON. J. W. ADAMS,
PINE BLUFF GRAPHIC, THIRD VICE-PRESIDENT.

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to visit the chamber of commerce, extended by that body, which was accepted with the thanks of the association.

The report of the financial secretary was read and referred to the committee on secretary and treasurer's books.

On motion of J. L. Tullis, the fees and dues of Mrs. Jennie V. Hicks, and the annual dues of all the lady members of the association were remitted, and when paid ordered refunded.

Thereupon the association then adjourned until 2 o'clock in the afternoon.

AFTERNOON SESSION.

The association was called to order at 2 p. m. by President B. F. Jobe.

The secretary read an invitation to the association to attend on Thursday, the 22nd, the celebration of the inauguration of the water works system in Van Buren, and was instructed to inform the committee, that owing to the fact that association would leave for Chicago, on that day, that it would be impossible for it to accept their kind invitation, but for which to return its thanks.

Vice-President O. C. Ludwig was called to the chair during the reading and discussion of the president's annual address.

On motion that part of the address, referring to the death of former members of the association, was referred to the committee on memorials.

An essay by Adam Clark, "How Can We Strengthen our Association," was read and discussed.

A report of E. Landvoight, delegate to the National Editorial Association recently convened at Chicago, was read, and the association then adjourned until 8 p. m., at which time it re-assembled and received the address of welcome, delivered by Hon. C M. Cooke, to which Hon. J. W. Adams responded on behalf of the association, when the association adjourned till 9 a. m. Wednesday, June 21.

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## SECOND DAY.

At 9 a. m., Vice-President O. C. Ludwig called the association to order, in the absence of President Jobe, who was attending the bedside of G. B. Farmer, at St. John's hospital.

The roll was called. A quorum present.

The minutes of the first day's meeting were read and approved.

W. M. Kavanaugh offered a motion that the secretary be instructed to proceed to enforce the collection of the amount agreed upon, from each of the members who had ordered contracts made for berths in the sleeping cars on the excursion to Chicago, and who had failed to settle for it, which motion was made the special order for 5 o'clock this afternoon.

C. C. Colburn gave notice that on to-morrow he would offer an amendment to the by-laws.

W. W. Folsom offered the following as an amendment to act III., section 1:

*Provided*, That editors or proprietors who have been engaged in the business for a less period than six months, may be admitted as honorary members, to be transferred to active membership at the expiration of six months.

Which, under the rules, went over till to-morrow.

J. J. Thomasson offered the following as an additional by-law:

The financial secretary shall, annually, on the morning of the second day of each annual meeting, furnish this association with a list of all members who are entitled to participate in its proceedings under the rules, which list, when so furnished shall constitute the roll of members of this association.

Which went over, under the rules, till the following day.

After which, with the return of President Jobe to the chair, the following essays were read and discussed, viz:

"Plate Matter," J. H. Page.

"The Press and Progres," W. R. Jones.

"Some Practical Features of Country Journalism," F. D. Denton.

A motion was made instructing the committee on advertising rates to report immediately after dinner.

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G. R. Brown presented on behalf of Little Rock, her board of trade, the Little Rock commercial league, and many of her prominent citizens, an invitation to this association to hold its next annual meeting in that city, which, together with an invitation by J. L. Tullis, from Hope, that the association shall hold its next annual meeting in that city, was, under the rules, referred without action, to the executive committee.

G. B. Farmer, editor of the Populist, and who was attending this meeting, having been seriously injured by a fall from a railroad trestle, the night before, a committee of three was appointed to look after his comfort.

Whereupon the association took a recess until 2 o'clock in the afternoon.

AFTERNOON SESSION.

Vice President O. C. Ludwig called the association to order at 2 p. m., in the absence of the president.

The committee on memorials made the following report, which was adopted by a standing vote, unanimously, viz:

*Whereas*, Col. E. A. Warren, late editor of the Texarkana Democrat, an ex-president and loyed member of this association, departed this life at his home in the city Texarkana, Ark., June, 1892. Therefore, be it

RESOLVED, That we learn of his death with a personal grief and deep and abiding regret.

Mr. Warren was one of the most earnest members of this association, and it was largely through his indefatigable efforts that it has reached a triumphant success. He enjoyed a distinguished honor that no other member has ever shared, that of being twice elected to the high and exalted office of president of this association. He was an able editor, jurist and gentleman, and in his death this association has lost one of its ablest and most highly respected members. Be it, also

RESOLVED, That as another evidence of our high regard and esteem, that a page be set apart in our minutes out of respect to his memory, and that the secretary be authorized to send a copy of these resolutions to the family of the deceased, to whom we also extend our deep sympathy and condolence in their sad loss and affliction.

J. W. ADAMS,
W. F. HICKS,
MRS. SUE L. JAMES.
Committee.

WHEREAS, The members of this association have received the sad intelligence of the death of Wm. S. Burnett, late editor of the Helena Daily World, which occurred about June, 1892, and

WHEREAS, Mr. Burnett was an old and highly respected member of this association and was its faithful treasurer; therefore be it

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GEO. RUSS BROWN,

PRESS, LITTLE ROCK. PRESIDENT BROWN PRINTING CO. MEMBER EXECUTIVE COMMITTEE.



HON. W. THEO. SMITH,

CHRONICLE, STUTTGART. MEMBER EXECUTIVE COMMITTEE.

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RESOLVED, That in the death of Mr. Burnett, this association has lost one of its ablest, most respected and active members, whose genial face, cordiality and affability endeared him to every member of this association, and whose presence is sorely missed at this annual gathering. Be it also

RESOLVED, That as an evidence of the high esteem in which the memory of the deceased is held by every member of this association, that a separate page be set apart in the minutes out of respect to his memory, and that a copy of these resolutions be furnished by the secretary to the family, upon whom we pray God's choicest blessings.

J. W. ADAMS,
W. F. HICKS,
MRS. SUE L JAMES.
Committee.

Vice-President Roussan presiding.

On motion, a committee, consisting of Mrs. D. Underhill, R. L. Emmerson and Robt. W. Leigh, was appointed to meet Mrs. G. B. Farmer upon the arrival of the train to accompany her to the bedside of her husband.

W. W. Folsom read an essay, "Relation of the Advertising Agent to the Country Paper," which was discussed at considerable length.

The committee appointed to wait upon G. B. Farmer reported that he was receiving all needed attention, and handed in a contribution of seven dollars to be appropriated toward defraying the expenses of his attention, recommending a further contribution from the association for same purpose; and the president appointed C. C. Colburn and F. D. Denton, who, by canvassing among the members present, increased the contribution to the amount of $15.20.

J. H. Page offered the following resolution:

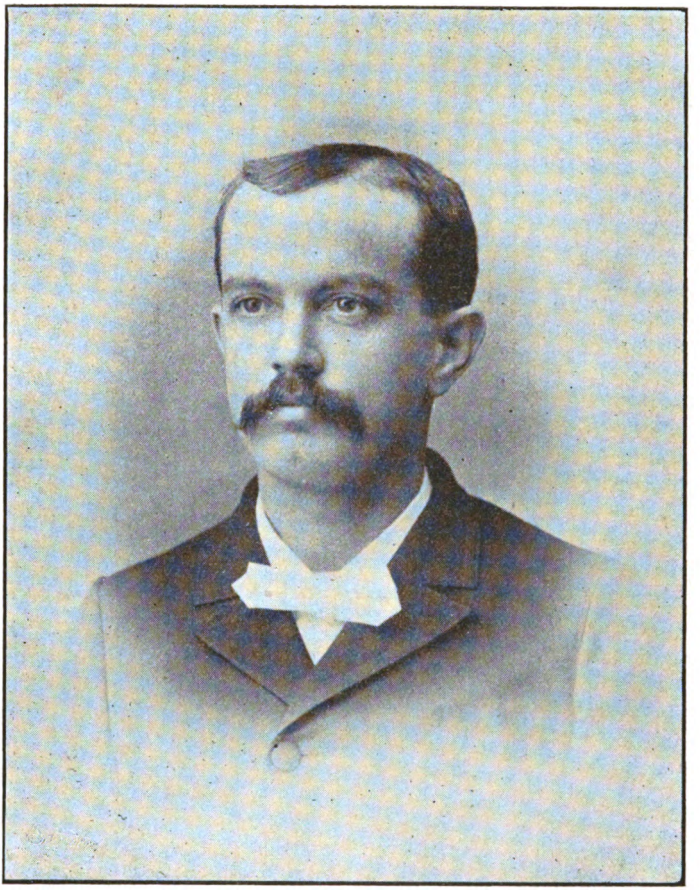
*Whereas*, There was introduced into the state senate of last legislature, a bill requiring the printing of all acts of subsequent sessions of the legislature, and

*Whereas*, The said bill was almost unanimously defeated. Be it

RESOLVED, That each member of this association be requested to give this matter his personal and editorial attention until and during the next session of the legislature, and that each member is requested to formulate and circulate a petition praying for the passage of a bill requiring the publication of all laws enacted, in at least one paper in each county in the state.

Which was referred to the committee on resolutions, and by that committed reported back with the recommendation that it be adopted. Which, after considerable discussion,

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JOHN R. JOBE,

BEACON, SEARCY, CORRESPONDING SECRETARY.

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was put upon its final passage, and, upon demand, the aye and nay vote was taken. The following voted aye:

| | | |
|---|---|---|
| J. W. Adams, | W. L. Wilmeth, | J. J. Thomasson, |
| W. W. Folsom. | T. B. Morton, | E L. Vadakin, |
| W. F. Hicks, | J. R. Newman, | R. H. Thomas, |
| B. F. Jobe, | Leon Roussan, | J. O. Blakeney |
| J. R. Jobe, | Mrs. Leon Roussan, | C. H. C. Howard, |
| O. C. Ludwig. | J. S. Stevenson, | R. F. King, |
| C. M. Wilmeth, | W. T, Smith, | |

The following voted nay:

| | | |
|---|---|---|
| R. L. Emmerson, | C. G. Newman, | W. M. VanHook. |
| J. W. Gardner, | J. M. Raines, | |

The vote standing, ayes 20 and nays 6, hence it was adopted.

Special order at 2 p. m., Kavanaugh's motion. Mr. Adams offered as a substitute for the motion offered by W. M. Kavanaugh, that J. R. Jobe be instructed to draw upon the treasurer for a sufficient amount to pay the deficit in amount necessary to pay sleeping car fare, and then make an assessment upon the derelit members sufficient to cover their proportional part of said sum, which motion was adopted.

The association then adjourned to meet at 9 p. m., at the Armory, when the poem by T. B Morton, the poet of the association, was read by his daughter, Miss Morton, when the association repaired to Hotel Main and participated in a most elegant and sumptuous banquet.



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## THIRD DAY'S PROCEEDINGS.

THURSDAY, JUNE 22.

The association was called to order at 9 a. m., Vice-President E. L. Givens in the chair, in the absence of the president who was unavoidably absent.

On motion the calling of the roll and reading of the minutes were dispensed with.

J. J. Thomasson called up the by-law offered by him on the previous day, which on motion was adopted, to read as follows:

BY-LAW. Annually on morning of the second day of each regular meeting the financial secretary shall furnish the association with a correct list, in accordance with the other provisions of the constitution and by-laws, of such members as are entitled to participate in the privileges of the association, which list when so furnished, shall constitute the roll of the members of the association.

On motion the election of officers for the ensuing year was made the special order for 10:30 this a. m.

E. L. Vadakin read an essay, "Clubbing with Publications; who Reaps the Benefit, the Clubber or the Clubbed?"

C. C. Colburn called up the amendment proposed by him on the previous day, which was adopted.

W. W. Folsom called up an amendment to Art. III, Sec. 1, constituting a proviso thereto, which was adopted to read as follows:

PROVIDED, That any editor or proprietor who has been engaged in the newspaper business a shorter period than six months may be admitted to honorary membership, to be transferred to the active list at the expiration of the six months.

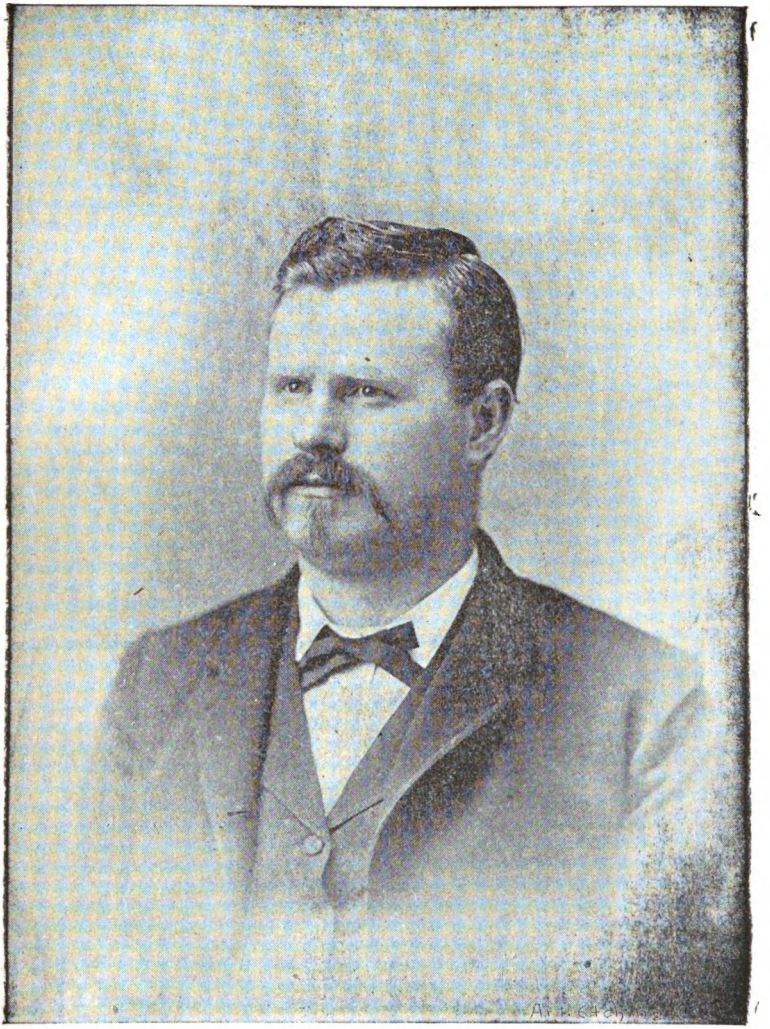
The committee on memorials offered the following, which was adopted:

*Whereas*, Mr. G. B. Farmer, the editor of the Populist, published at Conway, came to a sad death in this city on the night of the 21st. Therefore be it

RESOLVED, That we deplore his sad death and that we tender our regrets to the people of Ft. Smith that such an unfortunate accident should have occurred in their midst and that we tender our deep and sincere sympathy to his family, and that the secretary be instructed to communicate these resolutions to the family of the deceased.

The hour having arrived for the election of officers, the president appointed J. M. Raines and J. W. Adams to act as tellers to conduct the election.

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JOHN R. NEWMAN,

TIMES, HARRISON; DELEGATE NATIONAL EDITORIAL ASSOCIATION.

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NOMINATIONS.

Leon Roussan and J. J. Thomasson were put in nomination, but at his request the name of the latter was withdrawn, and Leon Roussan was unanimously elected president.

O. C. Ludwig was nominated and unanimously elected first vice-president.

E. L. Givens was nominated and unanimously elected second vice president.

J. W. Adams and J. H. Page were nominated for third vice-president, and on the ballot being cast J. W. Adams was elected.

J. R. Jobe was nominated and elected, unanimously, corresponding secretary.

W. S. Mitchell was nominated and unanimously elected financial secretary.

J. J. Thomasson, A. C. Hull and E. L. Vadakin were nominated for recording secretary, but at his request, J J. Thomasson was withdrawn and a ballot resulted in the election of A. C. Hull.

G. R. Williams was unanimously elected orator.

E. G. Henderson was elected historian in the same manner, and Miss Eva Thomasson was elected poet.

The following executive committee was elected:

First district, Harry Clark.

Second district, T. B. Morton.

Third district, C. E. Shankle.

Fourth district, G. R. Brown.

Fifth district, I. M. Patridge.

Sixth district, W. T. Smith.

The following delegates were elected to the National Editorial Association:

First district, W. W. Folsom, delegate; E. L. Vadakin, alternate.

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Second district, J. H. Page, delegate; C. G. Newman, alternate.

Third district, J. L. Tullis, delegate; Adam Clark, alternate.

Fourth district, Robt. W. Leigh, delegate; J. O. Blakeney, alternate.

Fifth district, J. R. Newman, delegate; J. S. Stevenson, alternate.

Sixth district, J. R. Jobe, delegate, with power to name his own alternate.

The committee on secretary and treasurer's books reported that they had been unable to find any books to examine, and the matter was referred to the executive committee with the instructions to act as may best conserve the interests of the association.

On motion the treasurer was instructed to pay thirty dollars, the amount of dues for this association to the National Editorial Association.

A motion was made and defeated, to pay the dues to the National Editorial Association for the past two years.

The committee on resolutions reported as follows, and their report was adopted unanimously:

RESOLUTIONS OF THANKS.

Your committee on resolutions beg leave to report as follows:

RESOLVED, That the members of this association unanimously express their unbounded gratitude and appreciation of the hospitality and courtesy of the whole-souled, big, open-hearted people of Fort Smith, and acknowledge with sincere thanks their cordial and genuine welcome.

RESOLVED, That the Arkansas Press Association do especially tender its thanks to the newspaper men of Fort Smith, individually and collectively, who as brother editors, members of committees on arrangements, reception, etc, having been untiring in their very successful efforts to make us, their guests, feel at home. Also to Hon. C. M. Cooke for his eloquent address of welcome

RESOLVED, That we tender our thanks to the Hotel Main for the many courtesies extended, and for the elegant banquet and entertainment on Wednesday night.

RESOLVED, That the especial thanks of the association are due in the very highest degree, to the ladies and gentlemen, the householders of Fort Smith, for the free and hospitable manner in which they have so royally entertained the members of the association, and who have in many other ways contributed so much to our entertainment, publicly and privately.

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RESOLVED, That we extend thanks to Col. Ben T. DuVal, proprietor, and S. C. Hunt, manager of the grand opera house for the liberal concessions extended in the use of the opera house for the sessions of our meeting. Also to John Adams for his kindness in furnishing a waiter and to the Border City Company for the liberal donation of 100 pounds of ice each morning during our sittings.

RESOLVED, That we especially tender our thanks to The Arkansas Club for the freedom of their elegant rooms and other courtesies extended by the club.

RESOLVED, That we express the unanimous sentiments of the association in tendering to F. Chandler, traveling passenger agent of the Wabash Railway Company who, through his genial and obliging advertising chief, Herbert Durand, has done so much to make the excursion to Chicago a success, our profound and lasting gratitude. May these gentlemen always make connection on the journey of life and finally arrive in the grand central station of the Celestial City on time.

We desire, also to express our kindest feelings for and earnest thanks to D. Wishart, general passenger agent of the Frisco line, and to F. J. Deicke, traveling passenger agent of the same road, who came to Fort Smith in person to look after the interests of the quill drivers. If the Arkansas Press Association has anything these gentlemen want, let them call for it.

RESOLVED, That we extend our thanks to the Eads Bridge Company of St. Louis, for favors which they have so generously promised the association through our secretary.

J. L. TULLIS,
A. C. HULL.
W. M. VAN HOOK.
Committee.

WHEREAS, Mr. Talbott Stillman of the city of Fort Smith, is an applicant for a position in the consular service, and

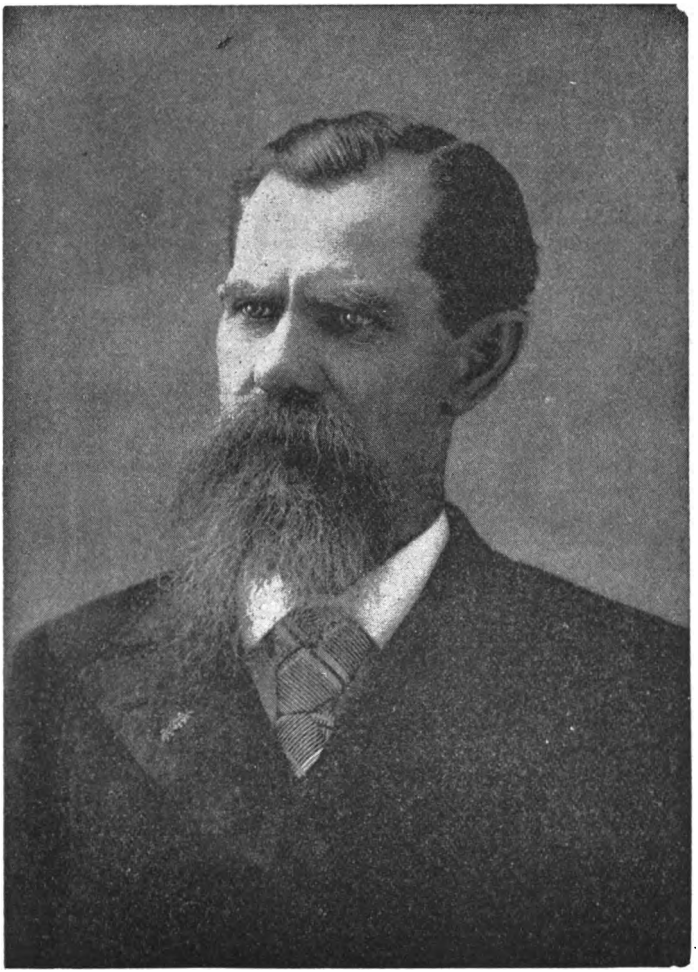
WHEREAS, Mr. Stillman is a man of sterling business qualities and admirably fitted for such a position; therefore be it

RESOLVED, That the Arkansas Press Association hearily endorse Mr Stillman's claim and earnestly request President Cleveland to appoint him to the position to which he aspires.

W. M. KAVANAUGH.

The association then adjourned till the second Tuesday in May, 1894.

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W. W. FOLSOM,
VIDETTE, AUGUSTA, DELEGATE NATIONAL EDITORIAL ASSOCIATION.

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# LIST OF MEMBERS ENROLLED.

| NAME. | PAPER. | TOWN. |
|---|---|---|
| Adams, J. W | Graphic | Pine Bluff |
| Anderson, G. W | Telephone | Walnut Ridge |
| Baker, W. W | Herald | Jasper |
| Baugh, J. J | Citizen | Searcy |
| Blakeney, J. O | Headlight | Morrilton |
| Blackburn, W. J | Free South | Little Rock |
| Box, Harrison | Mail | Atkins |
| Brown, G. R | Press | Little Rock |
| Brower, D. A | Gazette | Little Rock |
| Butler, H. M | Banner | Prairie Grove |
| Bennett, Z. T | Methodist | Little Rock |
| Carter, J. A | Citizen | Mountain Home |
| Carter, F. M | Courier | Corning |
| Clayton, G. W | Fountain | Eureka Springs |
| Clark, Adam | Standard | Arkadelphia |
| Clark, Harry | Index | Marianna |
| Colburn, C. C | Democrat | Ozark |
| Daniel, Z. T | Index | Corning |
| Davies, A. M | Banner | Magnolia |
| Davis, Lee | Banner | Salem |
| Deitzgen, Phil | Staats Zeitung | Little Rock |
| Denton, F. D | Bee | Batesville |
| Dunham, J. S | Press | Van Buren |
| Emmerson, R. L | Banner | Magnolia |
| Folsom, W. W | Vidette | Augusta |
| Folsom, Mrs. Anna | Vidette | Augusta |
| Folsom, W. B. | Argus | Brinkley |
| Gardner, J. W | Democrat | Texarkana |
| Givens, E. L | Guard | Batesville |
| Greenwood, W. M | Express | Paris |
| Gunder, G. W | Gazette | Little Rock |
| Henderson, E. G | Record | Evening Shade |
| Hicks, W. F | Democrat | Lonoke |
| Hicks, Miss Willie | Democrat | Lonoke |
| Hicks, Mrs. Jennie | Post | Dardanelle |
| Howard, C. H. C | Herald | Jasper |
| Higgs, J. W. | Democrat | Alma |
| Holland, J G | Beacon | Searcy |
| Hull, A. C | Banner | Harrison |
| Hurley, A. W | Democrat | Bentonville |
| Hynson, P. P. B | Herald | Hardy |
| Hailey, J. D | Progress | Berryville |
| James, Mrs Sue L | Bulletin | Hot Springs |
| Jobe, B. F | Democrat | Russellville |
| Jobe, J. R | Beacon | Searcy |
| Jones, W. R | Echo | Yellville |
| Kavanaugh, W. M | Gazette | Little Rock |
| Kerr, R. E | Citizen | Searcy |
| Kellum, R. F | Beacon | Camden |
| Kinney, E. C | Advance | Judsonia |
| King, R. F | Sentinel | Leadhill |

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# LIST OF MEMBERS ENROLLED.

| NAME. | PAPER | TOWN. |
|---|---|---|
| Lake, J. L. | Democrat | Locksburg |
| Landvoight, E. | Times | Forrest City |
| Leigh, Robt. W. | Pilot | Morrilton |
| Ludwig, O. C. | Herald-Journal | Clarksville |
| Love, B. F. | Herald | Mountain Hom |
| Lower, G. H. | Graphic | Hot Springs |
| Mays, T. C. | Press | Paragould |
| McCall, E. B. | Herald | Camden |
| McDaniel, W. A. H. | Press | Paragould |
| Mitchell, James | Democrat | Little Rock |
| Mitchell, W. S. | Democrat | Little Rock |
| Morton, T. B. | Enterprise | Fordyce |
| Murray, Arther | Press-Eagle | Pine Bluff |
| McMillan, C. W. | Banner | Harrison |
| Nash, Mrs. Annie | Cannon Ball | Gurdon |
| Neal, W. M. | World | Helena |
| Newman, C. G. | Commercial | Pine Bluff |
| Newman, J. R. | Times | Harrison |
| Page, J. H. | News | Warren |
| Partridge, I. M. | Sentinel | Fayetteville |
| Price, T. E | Recorder | Lewisville |
| Pollard, J. H. | Record | Magnolia |
| Raines, J. M. | Chronicle | Fordyce |
| Reagan, H. F. | Sentinel | Fayetteville |
| Roussan, Leon | Times | Osceola |
| Roussan, Mrs. Leon | Times | Osceola |
| Rogers, Emmett | Sun | Jonesboro |
| Russell, J. L. | Times | Paris |
| Shankle, C. E | Picayune | Prescott |
| Smith, W. F | Chronicle | Stuttgart |
| Spencer, W. E | Sun | Clarendon |
| Stevenson, J. S. | Democrat | Bentonville |
| Thomasson, J. J | Democrat | Prescott |
| Thomasson, Eva L. | Democrat | Prescott |
| Thornburg, Geo. | Trowel | Little Rock |
| Tullis, J. L. | Gazette | Hope |
| Turner, W. W | News | Nashville |
| Turner, H. A | Democrat | Lockesburg |
| Thomas, Phil. | Democrat | Warren |
| Underhill, J. W. | Log Cabin | Conway |
| Underhill, Mrs. D | Log Cabin | Conway |
| Vadakin, E. L. | Times | Forrest City |
| Vaughan, T. L. | Mirror | Brinkley |
| Van Hook, W. M. | Tribune | El Dorado |
| Wadley, J. L. | News | Hot Springs |
| Williams, G R. | Times | Fort Smith |
| Williams, G. L. | Elevator | Fort Smith |
| Wilmeth, C. M. | Christian Preacher | Corinth |
| Wilmeth, W. L. | Watchman | Corinth |
| Williams, S. H. | Telegraph | Washington |

HONORARY MEMBERS.

Bettis, J. R., St. Louis. Smith, Mrs. Lura Brown, ———.

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# CONSTITUTION AND BY-LAWS.

## ARTICLE I.—NAME.

The name of this association shall be "The Arkansas Press Association."

## ARTICLE II.—OBJECTS.

The objects of this association shall be to promote the interests of the press by securing unity of thought and action in all matters relating to the profession of journalism and the business of publishing; to elevate its tone, purify its expressions, enlarge its usefulness, advance it in wisdom and justice, extend its influence in the work of true civilization, and to cultivate friendly relations and a spirit of fraternal regard among its members.

## ARTICLE III.—MEMBERSHIP.

SECTION 1. Any editor or proprietor of a newspaper published in Arkansas who shall have been regularly engaged in the periodical he or she represents, for six months immediately preceding application, shall be eligible to membership; *Provided*, That any editor or proprietor who has been engaged in the newspaper business a shorter period than six months may be admitted to honorary membership, to be transferred to the active list at the expiration of six months.

S C. 2. Application for membership shall be made only at the annual meeting. Such application shall be made to the corresponding secretary in writing, giving two members of the association as reference, and accompanied by a copy of the newspaper with which the applicant is connected. The manner of election shall be prescribed by by-law.

SEC. 3. The membership fee of this association shall be five dollars, to be paid at the time of election; the annual dues, the sum of two dollars in advance.

SEC. 4 The financial year shall commence with the second Wednesday in May, at which time all regular dues shall become payable.

SEC. 5. Assessments may be made equally upon all members whenever at any meeting the exigencies of the treasury may require.

SEC. 6. Any member of this association who shall cease to be connected with the press of this state, or to maintain the qualifications for membership prescribed in the constitution, shall be dropped from the roll of membership, unless retained by special action of the association, as provided in this constitution.

SEC. 7. The association may retain in active membership, by unanimous vote, by ballot, any member having lost membership through severing his connection with the press, whom they shall deem worthy of such honor through his past labors in the interest of the association; or o the press of the state.

SEC. 8. Any member who shall have been dropped from the roll for non-payment of dues, may be reinstated upon the payment of all arrearage, with five per cent. interest added; *Provided*, he shall be eligible to membership under section 1 of this article.

SEC. 9. Honorary members of this association may be elected by two-thirds vote of the members present at any regular meeting, and shall be entitled to such rights and privileges as the association by by-laws shall provide. *Provided* they shall have been active members of this association five years.

## ARTICLE IV.—OFFICERS.

SECTION 1. The officers of this association shall be a president, three vice-presidents, corresponding, financial and recording secretaries, treasurer, historian, orator, poet and executive committee, which officers shall be elected by ballot at the annual meeting; *Provided*, no member of this association shall be elected to any office therein, who is not present at the meeting of said association at the time of said election. They shall assume the duties of the respective office one month after their election,

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with the exception of the treasurer, who shall without delay, enter upon the duties of his office, and proceed to make settlement with his predecessor, who is hereby required to turn over to his successor all books, papers and also, moneys in his possession, taking a receipt therefor; and the new treasurer shall make settlement with the secretary, and receipt to him for all moneys paid into his hands from all sources and not paid over, and make full report of the financial condition of the association at the close of each annual meeting.

SEC. 2. The president shall preside at all regular or special meetings of the association, and perform such other duties as usually devolve on such officers.

SEC. 3. The vice-presidents in their order shall preside in the absence of the president.

SEC. 4. In the case of the absence of the president and all the vice-presidents at any regular or special meeting, the association shall elect a president *pro tempore*, who shall preside over that meeting.

SEC. 5. The corresponding secretary shall conduct all the necessary correspondence of the association, arrange for all transportation to meetings and on all excursions, do the necessary reading at meetings, make a complete report of all his doings to each regular meeting, and perform such other duties as he may be directed by the association or the executive committee

SEC. 6. The financial secretary shall keep the accounts of all members, collect all money and pay the same to the treasurer, taking his receipt therefor; he shall make a report to each regular meeting of all moneys collected by him, and furnish an itemized list of all moneys due the association for dues or otherwise.

SEC 7. The recording secretary shall keep in a substantially bound book prepared for that purpose, a complete journal of each day's proceedings of the association He shall receive for his services such compensation as the association may determine.

SEC. 8. The treasurer shall receive all moneys from the financial secretary, and pay out the same on the order of the exective committee. He shall make a report to each regular meeting of all moneys paid out by him and for what purpose.

SEC. 9. The executive committee shall consist of one member from each congressional district, the historian, and the president and corresponding secretary. The president shall be ex-officio chairman of the committee, four of whom shall constitute a quorum. It shall be the duty of the executive committee to make all necessary arrangements for holding the meetings of this association, select the place of meeting, provide for such literary exercises as they may think proper, appoint persons to address the association on such occasions, arrange program and publish whatever they may deem essential to the benefit of the association; and further, to do and perform such other duties and have such general charge of the affairs of the association as will, in their judgment, secure the greatest good and subserve the best interest of the association.

## ARTICLE V.—MEETINGS

SECTION 1. The annual meeting of this association shall be held on the second Tuesday in May in each year, at such place and hour as the executive committee may select, and at least thirty days' notice thereof shall be given to each member. If there shall be a failure to hold an annual meeting, the officers of the associat on then in office shall hold over until the an election of new officers at the next subsequent annual meeting.

SEC. 2. Special meetings of the association shall be called by the president when so directed by the executive committee, or upon the petition of twenty-five members, duly presented, the time and place of meeting to be stated in the call; notice to be given as in the last preceeding section.

## ARTICLE VI.—CLAIMS

All claims against the association shall be paid by the treasurer on bill approved

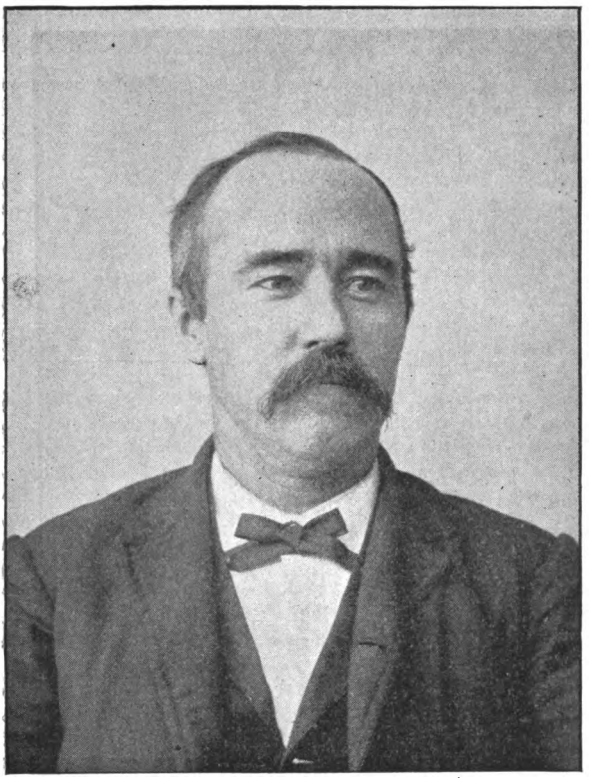
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by a majority of the executive committee, which bill, when paid, shall be held by the treasurer and returned as vouchers with his annual report.

ARTICLE VII.—AMENDMENTS.

This constitution may be altered, amended or revised at any regular meeting, by the affirmative vote taken by a roll call, immedietely before the election of officers, of two-thirds of the members present: *Provided*, that all such alterations amendments or revisions shall have been submitted, in writing, at any previous meeting, regular or special *Provided*, however, that an amendment may be considered, and adopted, or rejected, at any time during the session at which it is introduced, unless ten of the members present object to its consideration.

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ROBT. W. LEIGH.

MANAGER PILOT PRINTING CO., MORRILTON. DELEGATE TO NATIONAL EDITORIAL ASSOCIATION.

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## BY-LAWS.

FIRST. The executive committee shall provide for each meeting an order of business.

SECOND. The election of members shall be by ballot, a two-thirds vote in favor of the applicants being necessarry to an election; but such an election shall not constitute any person a member of this association, or entitled to any of its privileges, until the membership fee provided for in section 3, article III., of the constitution is paid.

THIRD. Any member who shall be in arrears for annual dues or assessments for one year, shall be suspended without action of the association, and can be reinstated only upon payment of all arrearages for the whole time intervening between such assessments and reinstatement.

FOURTH. If any objection shall be made by any member of this association to the admission of an applicant for membership, on the ground of disreputable character or loose personal habits, such application and charges upon which objection is based, shall be referred, without debate, to the executive committee for examination. After investigating such charges the committee shall report the facts as obtained to the association, with or without recommendation, and it shall be competent for this association to reject such application by a one-third vote, if the facts as reported by the committee warrant such rejection.

FIFTH. Any member may be suspended or expelled from this association for violation of its rules, or for conduct unbecoming a gentleman or lady; a two-thirds vote of the members present, in favor of such suspension or expulsion, being necessary.

SIXTH. No member shall speak twice on the same question, nor for a longer time than ten minutes, unless by leave or suspension of this rule.

SEVENTH. The recording secretary of this association shall keep a journal of each days proceedings, both at the annual and special meetings, and two hundred copies thereof shall be published in a neat pamphlet form, the annual meetings three months, and the special meetings within one month, after each meeting, a copy of which, when printed, shall be mailed to each member of the association without unnecessary delay; PROVIDED, That the association may increase the number if desired. The pamphlet shall also contain all essays, written addresses, poems and other valuable papers read before the association, except when ordered otherwise by the executive committee of the association. The recording secretary shall receive a salary of $25 a year for his services, and shall present to the executive committee all bills incurred for postage, stationery and printing required by this association. The treasurer shall pay all such bills upon a proper voucher from the executive committee.

EIGHTH. In giving notice of the annual or special meetings of this association, it will be deemed sufficient if a circular, setting forth the time and place of meeting, be mailed to the last known postoffice address of each member.

NINTH. Any person made an honorary member of this association shall be required to pay the same initiation fee and annual dues as required of active members, unless the same are remitted by special action of the association; honorary members shall not be permitted to vote or take any part in the business proceedings of the association.

TENTH. Thirty days before each annual meeting the financial secretary shall notify each member who is in arrears for dues or assessments, stating that if at the meeting such arrearages remain unpaid his name will be reported to the association for suspension for non-payment of dues or assessments. He shall also within ten days after the adjournment of each annual meeting notify each member suspended for non-payment of dues of such suspension, and he shall send out to members accounts due the association. He shall have the necessary blanks printed for this purpose.

ELEVENTH. Annually on the morning of the second day of each regular meeting, the financial secretary shall furnish the association with a corrected list, in accordance

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with the provisions of the constitution and by-laws, of such members as are entitled to participate in the privileges of the association, which list, when so furnished shall constitute the roll of members of this association.

TWELFTH. The priv.lege of participating in excursions shall be subject to such restrictions and conditions as the executive committee may find proper or deem necessary to impose, which shall be announced as soon as practicable before an excursion.

THIRTEENTH. These by-laws may be rescinded, suspended, altered or amended, by a two-thirds vote of the members present at any regular or special meeting of this association, on one day's notice.

FOURTEENTH. The president and vice presidents shall not be eligible to two consecutive terms.

FIFTEENTH. Smith's Diagram of Parliamentary Practice shall be authority in business meetings.

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IN MOMORY OF

# DANIEL ARMOD BROWER,

LATE EDITOR ARKANSAS GAZETTE.

**BORN IN VIRGINIA IN 1838.**

DIED

**AT IDAHO SPRINGS, COLORADO,**

**JULY 18, 1893.**

AGE 55 YEARS.

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TO THE MEMORY

OF

# W. S. BURNETT,

## LATE EDITOR

OF THE

## HELENA WORLD.

Born ..... 18 .....

Died at

HELENA, ARKANSAS,

June, 1892.

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TO THE MEMORY

OF

# E. A. WARREN,

LATE EDITOR

OF THE

TEXARKANA DEMOCRAT.

Born.....18.....

DIED AT

TEXARKANA. ARK.,

June, 1893.

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# APPENDIX.

## PRESIDENT'S ADDRESS.

### B. F. JOBE, DEMOCRAT, RUSSELLVILLE.

MEMBERS OF THE ARKANSAS PRESS ASSOCIATION:

If you are expected to be afflicted in the president's address with a repetition of the history of printing from Guttenburg down to the present time, you will be most happily disappointed. Or if you expect to have your personal vanity tickled or puffed up by emphasizing the importance of the journalistic profession, or by being reminded of the fact that the newspapers of the country mold public opinion and make governors and presidents, you will again be disappointed A convention of editors and publishers which meets but once a year for the interchange of experience and opinion, should have more important business on hand than the formation of a mutual admiration society even for the purpose of supplying deserved praise which too often an unappreciative constituency fails to bestow.

We are gathered here today in the beautiful metropolis of the great northwest, in this twenty-first meeting of the state press association, to discuss matters of interest and importance pertaining to the editing and publishing of newspapers, practically, not theoretically; to see how we can make better and more successful papers, and last, but not least, how we can make them pay us better for the labor and expense expended upon them. The press of Arkansas needs no eulogy here from me. You know of its good qualities and its poor,—of its achievements and its failures There are several papers to be read during this meeting that I trust will be of practical benefit to us as an association, and that will aid us to more profitably proceed with our mission to maintain the influence of the press and to secure more adequate remuneration to the laborers in this field, and to better qualify the members of the profession to meet the demands of this advancing age. To point out errors, suggest improvements and profit by the carefully prepared papers on the various branches of newspaper work that will be read and discussed by practical editors, who, by experience have met and mastered these difficulties, should be our mission here; and if we but profit by their experience, it will take from the profession, much of its crudeness and protect it from the vampires and adventurers who seek to prey upon it now. This should be our main object. Unfortunately publishers and business managers in this state do not take the mutual interest in co-operating with their co-temporaries in maintaining prices and preventing ruinous competition that they should. Petty jealousy and narrow-minded rivalry keep hundreds of dollars annually out of the legitimate profits of publishers It pays in more senses than one to be on good terms with your competitors and to have a business agreement with them as to prices of advertising and job work. The financial success of a country newspaper is in collecting what the office earns; its popularity at home lies in its local department; its reputation abroad in its ability to treat and discuss questions of state. The first mentioned quality is not essential to the publisher, the second is most important to the community, while the third is much the smallest consideration One person seldom possesses the three essentials to a thorough degree, but the two first named should by all means be carefully managed, and if they are, there need be but few newspaper failures. It has been well said that "The perfect and healthy newspaper body as a whole, is that establishment whose different functions—editorial, circulation and advertising departments—all work together in such quiet harmony as scarce to be conscious of one another's existence." System, well defined and strictly adhered to is indispensable to the successful pursuit of every business profession and particularly is this true of a country newspaper office. But our business as publishers has as yet

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been reduced to no such ideal system, hence these annual gatherings for conference and interchange of experiences.

In conclusion, let me say that journalists were never more appreciative of their power or more cognizant of their faults than at the present time, and never more desirous of honoring their profession by making themselves equal to the demands of a progressive people Let this feeling receive encouragement. Let our utterances be truths not conjectures, substance and not shadow, principle and not policy Let us give the public every-day facts and not invade too far the domain of sensationalism.

Since last we met in annual convocation, the Silent Messenger has invaded our ranks and called hence two of our most estimable and useful members—William S. Burnett of Helena, formerly treasurer of this association and Col. E. A. Warren, at one time our honored president. Their counsels will never more cheer us, their pens are stilled, their life work done. May we remember them with brotherly affection and strive to emulate their noble deeds.

## HISTORIAN'S REPORT.

E. G. HENDERSON, RECORD, EVENING SHADE.

The history of the Press of Arkansas is most interesting and is of greatest concern to the members of this association especially, and to the state press in general. To make the historian's paper what it ought to be, he should receive the hearty assistance of every newspaper publisher in the state.

This your present historian has failed to do, and, therefore, this report is not as full and complete as it could have been had the editors and publishers responded to the queries sent them.

Tis true the press historian has but little to do when his labors are compared with the salary he receives; although 'tis an unenviable place to fill when he fails to fill it.

All the historian has to do is to write up unwritten history that is continually repeating itself. And however much he may deplore the fact, he cannot air his vocabulary, however limited, to a satisfactory extent; therefore the historian's duties are embarassing and penning.

Food for the literary gourmand is not found to a very satisfactory extent in the press historian's paper. The stories are too short; not romantic nor tragic; are not fraught with sensation nor adventure. He simply deals in cold, hard, indisputable facts, circulation excepted.

We find the following changes have been made:

In January, '98, H. L. Cross established the Ancient Order of United Workmen Guide at Bentonville. It is a neat little monthly devoted to the interests of that order in the States of Arkansas, Texas, Louisiana and the Indian Territory. It is printed at the Sun office.

The Jonesboro Times has changed its style of management from Cobb & McKay to J. D. C. Cobb & Son

The Clay County Courier has changed from a five-column quarto to a six-column ofilo.

J. E. Lemann has associated himself with W. R. Jones in the publication of the Mountain Echo, at Yellville.

T. J. Estes established the Marble City Sentinel in May, but has since moved the plant to Lead Hill, and the paper now bears the title of Lead Hill Sentinel.

In January, 1893, the Clay County Argus ceased to exist and the Piggott Banner was made to wave in its stead, by Newton F. Jones. LATER—Mr. Jones has been succeeded by J. K. Braning.

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Since the annexation of Argenta to the capital city the name of the Pulaski County Times has been changed to Little Rock Times.

The proprietorship of the Prairie Grove Banner has been changed from H. M. Butler to H. P. Green.

The Van Buren Press was burned out in December, 1892, but was silent only about fifteen days. The Press is among the old landmarks of Arkansas journalism.

In September last J. P. Stafford purchased the Rogers Democrat from Smyth and McCammon, and on January 1, 1893, Mr. Stafford sold the office to H. M. Butler.

Lee Davis has sold the Fulton County Banner to Horton & Brittian.

Last January S. A. McCullough bought the plant of the Stone County Blade and changed the title to the Stone County Democrat.

At Rogers the New Union replaced the Sentinel, Alliance-Sentinel, etc., till November, 1893, when the New Union suspended on account of the ill-health of the publisher' Mr. Neal.

The Stuttgart Star changed its caption to Republican Star more than a year ago, and still scintillates under its new name.

The Wynne Ripsaw was sold to Wrenn & Phelps in 1891, and the name changed to Cross County Gazette.

T. C. McArthur has sold his interest in the Siloam Springs Locomotive Herald to J. Van Butler, who is now sole owner of that paper.

In December S. P Coon purchased the lease of the Hot Spring Sentinel from Riggs Bros. The Sentinel is still on duty.

The Malvern Journal and Arkansas Times have been consolidated under the name of Times-Journal.

Miss S. I. Robinson recently bought the Cleveland County Herald office at Rison, from J. H. Tisdale.

Since last report S. F. Jones has succeeded R. S Bridgman as editor and publisher of the Hackett City Horse Shoe.

J. W. Petty has s ld the Des Arc Guidon to J. W Brian

The Perryville News was printed all home till February, '93, when its publisher adopted a patent inside, and now says he is getting along very well.

Since my predecessor's report the Faulkner County Wheel has changed its name to that of The populist.

January 1, '93, W. P. Adams & Co. established the Soliphone at Paragould. The paper is said to be possessed of a very fitting heading.

In February last Drs. W. A. Reese & A. J. Gibbs began the publication of the Medical Journal at Eureka Springs. It is a neat 20 column monthly, and should be encouraged by the state's "Pillers of society."

May 13, '92, the Mirror Printing Co. commenced the publication of the Monroe County Mirror at Brinkley.

April 14, '93, John H. Page established the Dermott Incubator at Dermott, Chicot county. Bro. Page also publishes the sprightly News at Warren, Bradley county.

In March last the Guard, by S. F. Wair, was moved from Lonoke t ' Cabot and is now captioned the Cabot Guard.

J. L. Frazier has succeeded P. P B. Hynson as publisher of the Herald at Hardy, the county site of the northern district of Sharp county.

The Western Boomerang, printed at Hampton, Calhoun county, suspended six months ago, and the plant was purchased by Geo. H Dismukes who moved same to Eldorado and started the Union County Democrat.

Oscar Story and Prof. Thurman are now publishing the Calhoun County Advocate, at Thornton.

The ladies of Clarendon are publishing the Columbian Weekly, devoted to the interest of the Ladies' Cooking Club of that city. The name of the editor is changed every two weeks, hence cannot appear in this report. The Columbian Weekly is printed by Bro. Billie Spencer, at the Sun office.

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April 4th, '93, the Arkansas Citizen was established at Rector, by J. M. Copeland.

Bro. Thornburg of the Masonic Trowel, reports a marked increase in the circulation of that worthy publication,

Since last year Miss Sallie Emmerson has been admitted as secretary of the Columbia Banner Publishing Co.

The Daily and Weekly Arkansas Democrat is now published by the Arkansas Democrat Co., with Wm. S. Mitchell as secretary and treasurer.

The Morrilton Pilot, by the Pilot Printing Co., has abandoned the co-operative print plan and is now printed on a Cranston press of the latest pattern. The editor still says he has the best and most complete printing office in the state outside of Little Rock.

W. H. Fearing has been admitted as a partner in the Ouachita Herald office at Camden.

W. W. Folsom's Augusta Vidette was the first paper in Arkansas to exclude advertising from the patent side, and the publisher says he finds it profitable. The Vidette is also among the few papers in the state whose circulation is guaranteed by Rowell's Newspaper Directory, and its publisher, Bro. Folsom, has been the paper's sole owner for more than thirteen years

The Arkansas Press was recently sold by Brown & Lewis to R. P. Bateman, and by Bateman to The Brown Publishing Co. Mr. Brown writes "That notwithstanding the trouble through which the Press has just passed, the doors have not been closed, no orders were refused, not an issue of the paper was delayed, and all got three meals per day on an average " The Press will be changed to a daily Nov. 1.

J. J. Baugh bought R. E. Kerr's interest in the White County Citizen, April 1, '93.

The White River Sentinel, by Sentinel Publishing Co. proprietors, was established at Augusta in the early spring. J. B. Woods is editor

The Little Rock Tribune has recently been established by K. O. Gould, formerly of the Arkansas Gazette.

Among the latest journalistic ventures is the Viola Telephone, by H. B. Hawkins, at Viola, Fulton county.

The name of the North Arkansas Herald, published at Mountain Home, has recently been changed to Arkanasas Herald.

In the early spring Noah House established the Watchman at St. Francis, Clay county.

The Times, by Thomason & Bayne, has just been established at Clarendon. It is a six-column folio.

The Daily News-Record, a bright evening paper, was started by Skinner & Hite at Fort Smith last March. It is given to its readers every day except Saturday.

Total circulation of weekly and monthly publications in the state approximates, 182,383.

Daily circulation, 16,800.

Average weekly and monthly circulation, 1,000.

Number of papers printed at home, 72.

Number of papers printed by foreign concerns, 82.

Number of papers printed by the Democrat Co , 33.

Value of newspaper property in the state, $400,000.

It will be seen here that, in addition to the many other things, that modesty forbids us saying in favor of newspaper men of the state, they pay a reasonable per cent. of the taxes which keep the wheels of our state government in motion.

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## HOW SHALL WE STRENGTHEN OUR ASSOCIATION?

ADAM CLARK, STANDARD, ARKADELPHIA.

At the outset, I desire to enter an apology for the shortcomings of this attempted essay, partially due to my inability to present creditably my observations and conclusions in general, and further, to the character of the subject to be treated. No subject, offering so little opportunity for elaboration or rhetorical display, could have been selected, unless it be treated in connection with some others of an allied nature. Of it alone, all that can be said can be writen in a few sentences. In this, if mention is made of any of these kindred subjects, I shall do so with the expectation of provoking a further and more elaborate discussion, hoping thereby to benefit the association more than if burdened with my individual opinion. Being a subject fraught with so much interest of vital importance to our association every member should be so deeply interested, that, if he did not care to enter into its discussion, he should be ready to offer any practical suggestion that may appear to him as beneficial. Thus it is only from the "*tout ensemble*" are we able to gather the golden threads. A thorough discussion in a free and fraternal spirit can not fail to conduce to our mutual edification.

As an undisputed axiom none will question the necessity of our association, and "How Shall We Strengthen It," should call forth the best thoughts of every member. Occupying the exalted position we do, we should properly appreciate the responsibility that rests upon us. If we do not understand and appreciate our position in the world, how can we expect the layman to understand and appreciate us? If we are not strong and a unity, how can we expect to command the respect from the outsider, that is due us? Our influence, either for good or bad, is immeasurable. Unity of action and sentiment among us is sufficient to dispose kings, make and unmake governments. We hold in our hands the liberty and happiness of our people, the name and reputation of our statesmen and the success of all. I could trace the thought on and on, but deem this sufficient for the purpose of this article.

Another thought, the average newspaper man wants to make his income as large as possible. The world recognizes our power and knows full well the benefits that accrue through the press. They know that the press can break down any interest, but no one paper can. Like Samson shorn, we recognize the giant, but fear him not until the return of his strength. The world sees in us that lack of united strength which, did we but possess, would inure to our benefit in more than a mere pecuniary advantage.

Therefore, if we will but study our business; appreciate its magnitude for good or for evil; how it shapes and bends the popular will to its own molding, we become at once impressed with the necessity of a united association. When we reach that step, we can not fail to see that our strength lies in complete unity. Then it would be that the newspape: business would command that respect and appreciation commensurate with its dignity and importance.

Then it would become a paying investment, in keeping with its inufluence and benefits. It rests with us whether we shall remain at the bottom or occupy that high plane which, as the educators and molders of a great people of a still greater nation, we are justly entitled. Study and know ourselves, our business, join hands with each other, and when we do this, we shall perforce, strengthen our noble association.

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## ADDRESS OF WELCOME.

C. M. COOK.

Mr. President, Ladies and Gentlemen of the Arkansas Press Association:

I have been requested by the committee to appear here this evening in a substitutional capacity and deliver to you from our people a message of welcome.

In justice to myself and others, I want to say that in accepting this distinguished honor I did not expect to appear as the mayor of Fort Smith, as was published in the programme, because I am not mayor now—except by proxy on this occasion. The mayor was on the committee and took the advantage of more than one well known precedent by sending a substitute to the front. I suspect, too, that the committee had another object in asking me to assure you of your welcome—they wanted some one who couldn't tell you how to run a newspaper if he wanted to.

In giving this assurance of welcome, I am conscious of two commanding thoughts. One is, that I will be supported in any representation, I may make concerning the cordial hospitality of our people. The other is, that no sane citizen, with a proper regard for himself and the community he abides in could or would dare to meet or greet such a formidable host of newspaper men and women except in the most friendly spirit. If there is anything on earth that our people like to be on good terms with it is printer's ink.

Not that these assurances of welcome are induced by any feeling of awe or fear of not creating a favorable impression upon those whose good opinions we want and cannot do without. Not at all. While we who are honored by your presence in our midst as our guests recognize the power of the press to hurt or help the individual or the community, yet on occasions such as this, knowing, confiding in and honoring the worth, power and influence for good of the press, we welcome you, gentlemen, as guardians of the peace, prosperity, liberty and happiness of the people. And you, ladies—wives daughters, assistants, editresses—associates, or in chief—we welcome you as guardian angels of all these blessings. I am sure there must be some newspaper women among our visitors. If not there should be; for as newsgatherers and distributors, neither history nor tradition records—but I believe I half way promised not to tell you how to run a newspaper. If I had not promised I was going to advise you, gentlemen. If you would make your papers more readable, interview your wives now and then. They are closer readers than men and there are more of them. We welcome them with you, gentlemen, and wish that you may always have them with you.

We welcome you as we welcome your daily, weekly and monthly messengers which come to our homes laden with thought, intelligence and knowledge from all the world.

The newspaper rules the world. Not with that power wielded by monarchs or gained by aristocracies, but with that invincible power which springs from the people whose cause the newspaper espouses and whose approval it seeks.

It has been the demand of the people that has urged forward the world in its march of progress, enlightenment and liberty—with our great American press in the van—until it has truly come to pass that "We are living under a government of men and morning newspapers."

I am not sufficiently familiar with the history of press associations to know when they first came into organization, but I believe they are comparatively of recent date. It seems strange, too, that organization among newspaper men should not have preceded most others. For whatever necessity may have existed in the newspaper era for the consociation of any class in separate communities into one united order, only the adequate uses and methods of a free press could warrant the possibility or success of such organization.

The newspaper, indeed, is unlimited in its influence, and yet is constantly increasing it. When we come to contemplate its advancement and achievements, we are lost in wonder and admiration. And remembering that you are sharing in this great work, it is not merely as agreeable visitors sojourning in our midst, that our people

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extend to you the warm hand of welcome, but as men and women united in a calling which, in its scope, influence and successes, is chief over all—chief in the nation, the state, the community, and the home.

When we rise in the morning, we peer eagerly out of the window toward the front gate for the familiar face of a friend whose daily visits are ever welcome. Other friends are there to greet us, but we do not heed them. The glorious god of day, gleaming in golden splendor, bows to kiss the lifted cheeks of Nature's leaf-crowned beauties, and gentle Æolus wafts by to fan the modest blush away. The trees nod to us, and the awakening flowers invite us with their smiles; the birds carol to us, and even the modest lawn looks up through dewdrop tears to win our friendly notice, but, passing by these fine favorites of Nature's court, we give our welcome to that waiting messenger at the gate, modestly arrayed in black and white, and we go in to hear its tidings. And what are its tidings? It is unnecessary to enumerate. Suffice it to say there is something for every taste—something to please and something to criticise—and all welcome.

The philosopher finds food for thought and the politician finds whetstones to sharpen his wits upon.

The preacher finds material for making a sermon, and the frugal housewife finds a new receipe for making soap.

Dame Society reads the spicy reports from her votaries of the day's doings at home and abroad, and her liege lord discovers the financial methods of making the mare go.

Therein is interpreted to the unfaithful Belschazzar the handwriting on the wall, and Darius reads his title clear to mansions and flowery beds at the nation's capitol.

In its columns the merchant finds the fluctuations of markets and the planter is encouraged to hold his cotton for a five points raise.

The big-headed politician comes face to face with his mutilated caricature, after the battle, and the bald-headed bachelor studies the hopeful virtues of the latest hair restorer.

The woman who goes shopping finds the bargain counter from it, and the woman who stays at home culls and clips and stores from its multitudiuous topics choice selections for scrap-books.

It comes teeming with liberal offerings for all men, women and children.

Seated in our easy chairs at home, holding this device of printer's ink before us, we traverse the world with the speed of thought. We take (in our imaginary travels) a modest breakfast at the World's Fair, lunch with the Bostonians in Boston, hungrily dine with the hungry disappointees at Barmecide's feast in the White House, and are rocked to sleep in the cradle of the deep on the other side of the world.

Within an hour we are participating in the apoplectic politics of France, lookers on in Berlin at the socialistic's successes, and struggling in the house of commons for home rule in Ireland.

We pass from the trials and triumphs of labor, genius, commerce and religion, and forthwith are resurrecting lost thought from the ruins of buried cities, or penetrating the hiden regions of an unknown continent.

Surely the newspaper is welcome—welcome as master and welcome as messenger. It reaches the people, and by him who would deceive the people, as has been said, its hostility is "More to be feared than a thousand bayonets." It demands justice for the wronged and punishment for crime. It denounces corrupt practices and is an educator. It builds our cities and cheers our homes. It speaks a kindly word over the grave of our dead and soothes the sorrows of the living.

Twelve men listen to the learned jurist's declarations of the laws; a church full of people hear the words of the preacher; the voice of the statesmen reaches the ears of a limited constituency but with more eyes than Argus, with more arms than Briarus and with a voice

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"Stronger than thunder's winged force,"

this greatest triumph of genius, the newspaper, this "Apostle of progress," spreads its far-reaching influence over the boundless realm of thought.

"Let there be light; God spake, and lo,
Light was, where only night had been,
But when the press flashed 'twas as though
God spake from out that night again.

And knowledge, truth, and sense of right
Walked hand in hand with holy light.
Who dare profane truth's altar when
Uprise God's high priests of the pen?"

I do not express these sentiments for the purpose of giving a reason why our people should welcome you here, but as a fair reason why we should welcome more than any body of men, a body whose labor, time and thought have been devoted to the best interests of the community, the state and universal humanity.

Wendell Phillips once said: "Let me make the newspapers and I care not who preaches in the pulpit or what is enacted in congress."

I am inclined to believe that the rapid increase in the number and circulation of newspapers in the last ten years might have pled Mr. Phillip's enthusiam, but he at least had a keen appreciation of the power of the press.

It is a fact that today the extensive publicity given by newspapers to proposed legislation, and the intelligent thought bestowed thereon by writers and readers, influence congress to do or not to do what the people are prepared to approve or condemn before action is taken.

Such is the power of a free press. unhampered by the dicta of a political junta, or edict of ecclesiastical court, or imprimatur of star chamber, it becomes one vast mirror imaging the findings of the enlightened conscience of mankind.

And now, ladies and gentlemen of the Arkansas Press Association, as the representative of our worthy mayor, in the name of our good people—all our people—welcome, welcome, welcome. We shall regret to see you go and hope you will come again. You have honored us—we want to honor you. You are the Arkansas Press Association—patriotic citizens of one of the great states of this great union—champions of her rights, defenders of her fair name and prophets of her great future.

We wish you a merry time while you tarry with us, and success in all your noble efforts.

## RESPONSE.

J W. ADAMS, GRAPHIC, PINE BLUFF.

LADIES AND GENTLEMEN: I come before you tonight with no measured words or carefully prepared phraseology. I, like the first speaker, am a substitute for another who was selected to respond to the address of welcome on this occasion. In behalf of the members of the Arkansas Press Association, however, I desire to say that we congratulate ourselves that we are in the great State of Sebastian. Sebastian county has now about everything else in the state, and the grand climax has been reached by taking in the editors. Whether or not you are to be congratulated on your latest acquisition I shall leave for the people of Fort Smith to judge. Suffice it to say that we have come, we have seen and we have been conquered As I stand in this august presence tonight, I am reminded of the great and noble statesman whose honored name this county bears—Wm. K. Sebastian, who served three terms as the representative of this state in the senate of the United States, and who was expelled in 1861 because he was suspected of disloyalty, and because he did not malign the peo-

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ple that he represented. I am also reminded of the number of prominent men whom Sebastian county has given to the State of Arkansas, and whose best efforts have been used for the material advancement of our state. I refer to our progressive governor, Wm. M. Fishback; to the Hon. John H. Rogers, whom the democrats of Arkansas have especially to thank for making it so exceedingly unpleasant for Speaker Reed in the Fifty-first congress; to Mr T. C. Humphrey, that splendid parliamentarian and speaker of the late house, and last, but by no means least, the brilliant Bryant, the eloquence of whose music sounds like the songs of another Grady. We congratulate ourselves that we are the guests of the brave men and the beautiful women of Fort Smith, who have been so generous, cordial and hospitable to us since our arrival. We accept the generous welcome in the same spirit with which it was uttered. As the hour is already late and a splendid musical programme is to follow for your entertainment, I desire to say in conclusion that the members of this association will carry home with them lasting and endearing recollections of the hospitality and cordiality of the people of Fort Smith.

## PLATE MATTER.

### JOHN H. PAGE, NEWS, WARREN.

As late as a decade ago, plate matter was regarded among the newspaper fraternity as that part in the make up of the local newspaper that would receive the least attention and the least appreciation among the readers, and it was generally used to take up space that was virtually a surplus on the hands of the publisher, who sought to fill it in the least expensive way. The class of matter was generally miscellaneous, agricultural, scientific, humorous, religious or of some other distinctive feature, selected with a view of getting some class of reading matter that was not covered by the original home-set composition. But little thought was entertained other than to curtail the expense account, and at the same time furnish to the patrons the same number of columns of pure reading matter.

Now, plate matter is regarded quite differently. Enterprising companies, working in harmony with the progressive ideas of enterprising newspaper men, have brought the plate service up to a very high standard of excellence, both in the manufacture and in the quality merit and class of matter put out in the form of plates. Whereas, a publisher could then order plates and get matter that had been published in various journals over the country six weeks or six months before, he can now order plates containing matter purely original, fresh from the pen of the ablest writers, and in every way worthy of publication in the highest classed journals in the country.

The plate service of the present time is so near perfection that if the local newspaper man should choose to do so he could sit in his office and do absolutely nothing but get up the local page, and yet publish a paper congenial to his taste in every respect.

The companies who are engaged in the manufacture of plates have every facility afforded by this modern age for gathering any and all kinds of news, and getting it into readable form and ready for the columns of a newspaper. They have telegraphic reports both morning and afternoon, and a corps of editors sufficient to enable them to get up, in plate form, a news edition for the country weekly that is fresh almost up to the hour of shipment Their literary, editorial, dramatic, religious, agricultural, sporting and sundry other departments are kept up and made up by men of brains and talent, who are free from the worry and bother of departments other than their own, and consequently their productions and selections are of a very high order. On special occasions, such as inaugural ceremonies, or similar events of general interest, special editions are prepared and ready for delivery by the time the rural brother could come into possession of the details. In fact, I am informed that the system of

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manufacturing and delivering plate matter is so thorough that fully two-thirds of the smaller dailies are made up in this way, except in local news and editorials.

We note with pride the full and complete make-up in the various departments of our metropolitan contemporaries, and remark upon their enterprise in giving to their readers a veritable encyclopedia in the form of a newspaper. But all of these various departments are made up almost exclusively of plate matter. In this age of progress in plate matter, the country editor, without mental effort, can publish a newspaper that rivals in quality and quantity of matter that of his city brother, whose weekly is made up from the daily.

The plate service at the present stage of advancement enables the country editor to divide his journal into departments, change features, and give his readers just what they want. In the news department alone, the plate service affords a great improvement. The editor can now receive his news matter by freight, and yet supply his readers with more news, better news, and fresher news, than in the old way of rewriting and resetting news items taken from exchanges,

But this is one phase only. These are capabilities, without the actual conditions that usually govern the management of the various newspapers published in this state. There is one great drawback especially in the use of plates. There is a prejudice existing in the minds of the public against anything in a local paper that is not prepared in the home office. This kind of prejudice seems to apply especially to plate matter and patent sheets. Experience in my own business career along this line furnishes many amusing incidents. On one occasion while I was printing an all home paper, a certain patron came in on press day and was surprised to know that both sides were printed at home. "Why," he said, "I have never read the outside, because I thought it was a patent." At another time I was running an all home print with three columns of plates on the last page. One day a subscriber came in while the first side was being printed and expressed great satisfaction upon learning that the paper was an all home print. He said he had thought it was a patent, but in the future he would read the outside as well as the inside. A few weeks later he called in to say that he found "lots of good readin' there." He expressed himself highly pleased with an article printed from a plate on "The Training of Dogs," and inquired how I happened to know so much about the subject. I satisfied him by saying that I was reared on a dog farm in Southwest Missouri, and he departed in a highly appreciative mood. In my experience I have found a great many who *would* read plate matter or a "patent," and find it interesting, while I have found quite as many others who *would not* read plate matter or a "patent" if they knew it, but would read the same matter in a daily, or a weekly issue of a daily, and declare it very interesting. The only trouble in the use of plate matter--and I confess it is no small one to overcome--is in deluding the public, and causing them to believe that the type is really set up in the office. I am not much in favor of deceitful methods, but there is a certain fascination about imposing upon the credulity of the public when we are mutually benefitted, and I do not know that it is really so wrong when bounded by these circumstances.

I am sure that we can improve the country press by a liberal use of plates, and especially is this true of papers printed all at home. But so long as the people are cognizant of the fact that the type is prepared in a distant office, they will be disposed to read it with a measured lack of interest and appreciation.

In order to use plates successfully it will become necessary for the publisher to adopt a dress of body type identically the same in size and design, and a shade heavier in the face The head letter of the entire paper should also be of identically the same face and body, and the heading for the entire paper should always be set with a view to similarity. By adopting this plan and keeping the bases clean, if bases are used, so that the height may be uniform, the one great trouble will be materially obviated. It only remains then to make a clean, perfect print to make the whole paper uniform and apparently from the type set up in the home office. The whole effect can be ma-

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terially improved by the use of a power press, but in the hands of a skillful pressman the old Washington can be made to print a sheet that for neatness and clear impression rivals closely the product of some of our best power presses.

The use of plate matter is especially attractive in quartos, where it can be more conveniently set apart in department style and also separate from the original matter.

By the use of plate matter in the manner described there are but few papers in the state that could not be improved, and if the amount of reading matter were not increased a reduction in the expense account would naturally follow. Besides the improvement in appearance the publisher would have more time to devote to local and editorial work and the business of the office--a thing which too often suffers from neglect. But unless plate matter can be used upon a plan similar to the manner described, I would not advise its use at all. If it is printed in such a manner that it rises up and asserts itself to the reader, as it were, and bears all the distinctive features, you may depend upon it that it will go unread by the greater number of readers, and those who *do* read it will not appreciate it very highly. In my opinion, it is about as well to leave space blank as to fill it with a class of reading matter that is devoid of interest or that cannot be, or is not appreciated. It often spoils the effect of the appreciable features of the whole paper.

## SOME OF THE PRACTICAL FEATURES OF COUNTRY JOURNALISM.

By F. D. Denton, Bee, Batesville.

Pressed Paper Pencil Pushers:

Without that practical regard for the true feature of country journalism—quality—your executive committee selected an unknown quantity and gave to him this text—for this hour or two, for this is a theme that admits of a wide range of thought and discussion by pen and tongue hence, if I inflict your patient hearing in this wise, you may charge it up in your credit book to that patient man, our worthy secretary, Jobe, who essayed that this servant should weary you at this annual feast and flow, with "Some of the Practical Features of Country Journalism," which he did without waving his magic wand to find proper ability to touch properly so vast and so varied a thesis for this occasion.

If you will scan, not even closely, some of the pages of the country journals, you will no doubt be amazed at the seeming scarcity of the practical feature, and at the measure of much of the impractical.

The soundest practical feature in the conduct of the country journals should be on a line of adaptness in the scale of prices for your work, such as would ultimately bring to the worker a success commensurate to the time and labor bestowed.

With the practical too often marches in way the unprofitable in prices, made by a cutting of legitimate rates to outdo your neighbor in number of jobs worked off, for ofttimes *some shining light* in journalism in his efforts to reach the front rank in business reputation will cut wide the rate for work, thereby impoverishing himself in the effort to starve out proper competition in the great educational newspaper vineyard, and if perchance by such snide legerdemain acts he gets a dollar job for only a quarter, he calls it smartness in outbidding, but after the while he feels the smarting himself in having done work at a loss. A sudden change from that, is the practical feature of enjoyment upon occasions like this, when the "Country cousins" gather together in friendly meetings with merry greetings—each glad to be here. How enjoyable! Fort Smith in Sunday silk and satin beauties, and the boys with ice water enjoyment. It is not every year that the country journalist can have such practical features of hospitable enjoyment and pleasure. Wide open stands the doors of Arkansas hospitality, with keys thrown away for the time, a feature regretted by those who have neglected the invitation.

A regular, though perhaps at times rather impracticable feature for the country journalist is these annual grip-gathering gayety pilgrimages to some invited and in-

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viting town or city within our border, even to this favored border city, where on every hand unbounded good cheer greets you with a soft velvet chair.

A cheerful feature of journalism is the friendly meetings and greetings had and received at these annual associations; here a renewal of old friendship is clasped and a hearty acceptance of the new associates. These comings and goings are appriciated. Practical features of journalism, as stronger friendships are connected, which to the practical newspaper man comes as draughts of cool, refreshing water to the thirsty wayfarer on the desert, and as harbingers of long life, hence, are beneficial alike to the newsmen as to the citizens with whom they tarry awhile, bringing both in a closer communion of feeling and interests, one with the other, and thus it is, that the country press and the people are in close touch and fellowship with each other, and thereby bringing the politician nearer both. Very rare indeed that you find the politician a fool, for he knows that to reach the dear people successfully is by the use and through the columns of the country newspaper, in this, the country journalist, is as a Prince on paper, panoplied with past-pen-pencil and paper, he stands forth in pomp and pride, without the fear of the politician.

Too often the practical features fails of justification by reason of doubtful practices displayed in the conduct of the country journal, judged by the regulation rules, their columns show too much of the practical features of journalism as prominent in distance, for instance; Note the rates as displayed for advertising and for job work, and when you learn the price actully charged therefor, you can be but amazed at the folly which must bring failure to so many country plants.

As newspaper men, our ever present necessities and situations are in the main our own fault, resulting from not adhering strictly to legalized and regular rates, as established, the fault lies solely within us in any deviation of established rules, for when you cut down, it is impossible to go up again, and when you cut down, you, typographically speaking, cut your bread and meat to smaller rations.

Success in our line of business can never be attained without a just *quid pro quo*. It has been an injury to the profession which we follow to underate the legitimate price of our labor, time and money invested. From whence can come a proper success when your contemporary, to get legal or private jobs, will cut down established rates one-half? and then perhaps, may supplement his offer with an additional discount of, say twenty per cent. off as has been done by publishers of country journals. With such management we can but live a life upon salt water and foul air.

Another prevailing feature, not practical though practiced, is the great greed to *fill up* our columns with anything that fills the space, yet creates continually a vacuum in our pocket books if we have one, for instance, base wood cuts of some hocus-pocus medicine vendor, because perhaps, it saves type setting, all that some of them does.

Then comes the advertising agent to be enriched and the press impoverished. How many in our ranks are without practical experence in this line? For a mere song stereotyped, without any strain of the voice in singing, they control for a pittance valuable space at top of column next to or following reading matter in clear print, an impossibility from a base wood cut. Our space is valuable only as we choose to value it.

Make your rates just, and dare maintain them. The foreign advertising agent to the contrary. Without your price, ignore them entirely. For if you wish or ever expect to reach the haven of success, it would seem best to shun them as you would the devil, if you desire to enjoy the heaven of rest.

Another practical feature of country journalism is to be so fortified that you may lead the way with good advice when the multitude may seem in doubt or darkness, thus let the newspaper be the light of the way, that its influence and usefulness may be felt and recognized rightly and remain the power to remove the many seeming stumbling stones from the faith of the weary or faint-hearted, for tis the newspaper that plants firmly the strong stageplank of right and reason over the chasms of fear doubt and superstition that all may walk in the right. With the newspaper as a

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guide, steadily sheds its light in the dark corners though weekly, none need live in error or doubt. So it is that the people rely in full faith upon their county newspapers, for they feel that truth and right abides evermore when the press stands out boldly for justice as beacon lights in the realms of thought a d action.

As between the practical features and features as practiced there appears before us a broad field for active reflection. As an instance, at each annual meeting there are resolved with numerous resolutions to establish maintain and to sustain an agreed reasonable scale of printing rates, then after adjournment, excursion and return home a cutting of established rates begin. Can such be regarded practical features because practiced? One of the most pleasing features of country journalism, a blessing, though by some disguised, is the universally conceeded fact, that, all classes of good citizens without regard to nationality or creed, look eagerly to the coming of their county or old home newspaper for the latest and most reliable news of whatever kind for the correct facts in the case, for the exact truth, be it the latest from the races or the election, the cotton or wheat market, or the price of pork, or the court proceedings had outside of the ladies' parlor.

Another gratifying feature in the newspaper is the refining process and the revivifying light at the family circle at the present day, as the newspaper goes into almost every household in our land.

The newspaper is the vehicle that transport in safety the people over the whirlpool of ignorance and superstition into the harbor of intelligence.

The newspaper is the teacher and the preacher, combining in each addition the usefulness of the one with the goodness of the other.

However, not a very charming characteristic feature of the country journal, more notable than in the city dailies, is the too frequent success achieved in the elevating of some political popin-jay into office and creating him a statesman and then a political divine. Who among us has been free from this?

Some of the practised features do not portend success, if we are to judge by the practices in vogue at some of the country offices, and thus the outlook is not encouraging, nor assuring of improvement for the future, and the the principal cause why our business is distressingly in a languishing condition is due in a great measure to our methods of trying to down one another on prices. Is this not a correct statement of the case? Our line of business requires more careful attention, closer confinement, more mind, more muscle, more money for the volume of business than any other known profession in the land, then why not exact and have fair pay for our labor and time employed. More incessant toil, double time with half pay, double distance, as it were, on half rations, not a double column at half distance movement. What folly in the visionary enthusiast, who, expecting to increase his subscription list and get ahead of his neighbor has to resort to a reduction of price to a mere nominal figure, while his sleep is sickened by visions of coming hundreds of new subscribers that comes not, each can thus learn of the folly committed, when he reduced his $1.50 weekly to a $1.00 experiment. One of the growing evils with us is the indiscriminate free puffing and blowing of this or that private industry or enterprise, which, when finished and in operation, making money, then knows us not with its patronage of job work or advertising. Circumstances makes the man only when that man earnestly assists in producing circumstances.

That journalism builds high in public esteem and favor, is by the bold and fearless manner in which it is known to be conducted. Cease the resolving without you carry out to the letter your resolves.

Another practised feature in county journalism discernable even to the blind is the steady patriotism displayed by almost all newspapers in the country, is the constant booming of each respective town, hamlet and city with well-filled columns of your own labor, done without proper appreciation or recompense from those most benefitted. It is expected of the newspaper by the community, therefore it is done; the

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pay for your time and labor being an award of thanks, which neither pays for ink, paper or cash paid out to your printer, and the rule, with scarce an exception, is that the more you thus do, the much more is anticipated in the future, with a few samples here and there thrown in for distribution afar off—this does not cost you much, you know—and besides, your paper has to be filled up with something, and that something you must give for nothing. Is it any wonder, then, that the newspaper men are proverbial for being so poor that they cannot travel around much except by the free excursion route?

As holders of the reins of progress and enlightenment, as molders of public sentiment and political opinion the country press ought to and should be in a healthier and hence a happier condition financially, to the just accomplishment of which there must be a change of our methods in conducting our school of journalism.

A feature not all practical though practiced is the anxious greed to accept any offer for space allotted for advertising, any price for position at top of column, next to or preceding pure reading matter; an implication that some reading matter in our papers was not pure. With very tenacious demands do these advertisers from abroad, with false allurements of increasing business in the near future, proves too often an inducement to accept any offer with even deferred payment at end of the quarter, and often the quarter never comes, then too late the fraternity is warned not to accept business from So and So, as they are "N. G." However, the song of saving composition—base wood cuts being furnished to fill up on—too often catches some, in the expectancy of accumulating business.

A practical feature of county journalism that should be greatly desired and contended for, is a very decided change of our methods in the profession. Fix equitable rates for all work in our line and maintain such rates by a strict adherence thereto; no cutting nor scaling of prices, then you may hope for and look to a prosperous field growing with your good work. And then when the time is set for a joyous excursion to the World's Fair or some other fair, each editor, proprietor, his wife and daughter can go, and the times will not be financially sickening as now, when so many of us have to pick berries for meat and fish for bread here and there, sadly awaiting the coming of pumpkin season.

Change the old, long trod road, and thus build up your business to a proper success.

## PRESS AND PROGRESS.

W. R. Jones, Mountain Echo, Yellville.

One would think that this would be an easy subject upon which to write, but my experience with it is very like the fellow who thought it would be an easy matter to commit to memory the Lord's prayer After vainly trying for several days to master the immortal verses, he took a Sunday school paper containing the prayer, pasted it upon the wall by his bedside, and each night before retiring would point to the printed verses and say: "Them's my sentiments."

And when I read a learned production showing the wonderful progress that has taken place in the world since the invention of the printing press, and giving the press the greater amount of credit for this progress, I feel like exclaiming, "Them's my sentiments!" And I would be glad if this would suffice on this occasion. For the fact is I could only find one hour's time in which to prepare this paper, and that in the midst of my preparation to meet you here.

But as something more is evidently expected I will try to fill up the time as much as many of us fill our forms on busy press days by "Throwing in" some stale cuts, stale clippings, wooden furniture, etc.

It will not be necessary for me to point to the progress that China made and maintained over that of other Oriental nations for many centuries, because of the

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E. G. HENDERSON,

RECORD, EVENING SHADE, HISTORIAN.



A. C. HULL,

BANNER, HARRISON. RECORDING SECRETARY.

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printing press. Nine hundred years before the art of printing had been discovered in Europe it was being carried on in China. And the fact that heathen China maintained her civilization, and slowly but surely raised its standard while christian Europe, without the printing press, relapsed from the highest form of civilization to the lowest depths of barbarism, is one of the most eloquent examples of the power of the press, and shows that it was a greater factor in progress and civilization than was christianity, as taught for a thousand years between St. Augustine and Martin Luther. And, indeed had it not been for the providential discovery of the printing press in Europe about Martin Luther's day, the reformation might have been a failure, and the wonderful progress made in civilization since that time might never have been made, or at least would have been delayed for centuries.

Would religious freedom have ever been established had not the printing press been invented? Those who have made a close study of the question will answer in the negative. The western world owes most of its progress in civilization to religious freedom, and religious freedom owes its victory to the printing press. There can be a greater religious freedom than Europe and America now enjoys, and there can be a greater and higher civilization, and the printing peess is doing everything in its power towards that end.

Not only has the printing press assisted and made possible religious freedom, but it has been the most powerful lever in raising the standard of political liberty. From the earliest date of the establishment of newspapers in Europe to the present day, the freedom of the press has been demanded. This has not always been granted, but the battle has gone on. In this battle for the freedom of the press, the freedom of speech and thought soon came to be demanded, and the world only needed free speech and free thought to be free. Wherever there is a free press there is a free people. Tyrants know this and always control the press of the countries that are ruled by them.

The greatest tyrant and murderer that ever lived said: "Four hostile newspapers are more to be dreaded than a hundred thousand men."

The English newspapers of today are a greater safeguard to English liberty than Magna Charta itself. English freedom was begun with Magna Charta, but the press has increased its progress a thousand fold and in the end will bring even greater political freedom than is enjoyed today. France owes her freedom to the printing press, and even despotic Germany can no longer make her newspapers and people kneel in abject slavery at the dictation of her emperor.

The independence of America is due to a very large extent to the press. The pen of Franklin was mightier than the sword of Washington. Less than 500 people heard Patrick Henry's great speech in the Virginia legislature, but the newspapers told it to three million. Without the press this speech, which aroused American patriotism, as few speeches in history has ever done, would have had no more effect than the speech of an Indian chief to a handful of braves in the midst of a primevial forest.

Religious and political liberty owe more to the press than to anything else, and mental and material progress is always sadly crippled where religious and political liberty is denied.

While the press has done a great work for religious and political liberty it has done wonders for the mental powers of the people. Thousands upon thousands of inventions have been made that never would have been made had the printing press never been invented. An invention is made and the newspapers herald it to the world. This puts thousands of an inventive turn to thinking, and a dozen similar inventions are brought forth, and perhaps a half dozen others entirely unlike the original. Many an invention would have come to naught so far as practibility is concerned, had it not been for a friendly press. The poor inventor falls onto a good thing but has no capital with which to utilize it. His invention is mentioned by some generous newspaper man, some capitalist reads the article, goes to see the inventor and a partnership is



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entered into. Millions are perhaps made out of the enterprise, but the poor newspaper man that made it all possible is never thought of, and if he should claim any credit for the enterprise he would be hooted at as a crank or despised as an egotist.

Take the little country paper (and they are small only in size), and they are the very essence of progress. Do you need a public building, and have a set of public cowards who fear to do anything for fear the cry of extravagance will be raised, and they, thereby, fail of a re-election; who comes to the rescue? Why, the county newspaper, of course. It begins to talk about the matter every week, urging the necessity of a new building. There are always one or more progressive men in each neighborhood. They read the article and talk to their neighbors about it. Finally, if the editor has pluck and perseverance, and is right, people will begin to come to town and commend his course; later on they begin to get after the authorities, and they conclude all at once that they have been in favor of this public building all the time. Then the structure is erected. Strangers coming into the county, think they have struck a progressive people and perhaps a fertile soil, and they begin buying real estate. In a short time every farmer in the county can sell his farm for a third more than he could before the public building was erected, but few of them will give the newspaper man credit for bringing this about, and some of them will despise him as long as they live for advocating a tax for public buildings.

Do you need a college in your town? If so, the county newspaper begins to tell it. It paints to the public the location, the morality and the healthfulness of the town, and above all, the need of a good school. No one will heed the matter for a time, but after a while, if the editor is "Clear grit," some man, or set of men, will conclude that they have wanted to start a school in that town for years, and they go to work and the result is the town soon has a high school. The people come from far and near, build homes in the town, and educate their children. The town booms, and every man in town can sell his property for two or three times as much as he could before the school house is built. The newspaper man may be entirely forgotten in the matter, the school officials may send their printing to the city to get a "neater" job, and those who have received the blessings of a good school in their midst, and a big raise in the value of their property, may encourage a rival paper to come in and reap the harvest, but the fact remains that the old newspaper has been a powerful factor in bringing about the progress and prosperity of the town and there are always some who will never forget it.

Is there a road or bridge to build? If so, the newspaper is the first to note it and the most urgent factor in carrying out the project.

Is there a street to be paved? If so, the newspaper will never be satisfied with anything but the very best.

Does a stranger come into the county with the intention of making an investment? If so, he always calls at the printing office, and is always given information and kind treatment.

Is there mines to be developed in your county? If so, the county newspaper gives $500 worth of space each year in advertising it abroad. Something of worth in it will find its way into the columns of some industrial paper, perhaps without credit. It strikes the eye of some capitalist and captivates him. He at once goes into the country mentioned, invests in mining property, brings in machinery, opens up mother earth and gives employment to one hundred men and bread to five hundred hungry mouths, and makes a fortune for himself. Probably neither he, nor his workmen, nor the community, which has also been benefitted, will ever give the newspaper credit, but the fact remains that without the newspaper the mine might never have been opened.

Have you a river that could be made navigable? If so, your county paper will never cease urging the members of congress to work for an appropriation. Finally he gets public sentiment aroused, and the people of his county will not vote for a man who will not agree to do all he can in this direction. When this period is reached,

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something is then sure to be accomplished. And right here let me say, by way of parenthesis, that the press of the State of Arkansas has a big work to do in this line, In short, in every enterprise that is intended to promote the welfare and the happiness of the people, the newspaper is always at the front

There is no greater money factor than the printing press. It is true, it is sometimes used on the side of immorality, but this is vastly overcome by the countless religious and moral books and newspapers that are being placed in the hands of the young at a song compared with the prices of such literature before the printing press was invented.

Therefore, press and progress are synonymous terms, and may they, like liberty and union, remain forever one and inseperable.

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## CLUBBING WITH OTHER NEWSPAPERS—WHO REAPS THE BENEFIT, THE CLUBBER OR THE CLUBBED?

E. L. Vadakin, Times, Forrest City.

Your executive committee, who have for so many years provided such splendid programs for your entertainment, and who have, by exercising their best judgment, earned and received the admiration and thanks of this body, did at last succumb to the inevitable, and have made a grievous mistake. In their wise selection of men and subjects, there has heretofore been a strength of satisfaction to this body, which until now, nothing has weakened. But is it not a truth that the wisest among us have encountered, or will eventually stumble upon, a moment of weakness, in which we have made or will make mistakes, most damaging, by their reflection upon our wisdom, and which time and close application to essentials alone will correct? While possessed of the fullest confidence of the members of this association, and when the wisdom of these men had been combined, the laurels of years of good work were scattered to the winds. The momentary weakness came upon them and they must answer to you for this error. However, the pleasure has been assigned me to read a paper at this time to my brothers and friends of the Arkansas Press Association on the subject of "Clubbing With Other Newspapers, Who Reaps the Benefit, the Clubber or the Clubbed," and I do not wish to make any apologies for what follows. I accepted the invitation with the distinct understanding that I could endure it if you could, and the further consideration that under no circumstances should I be the victim of any clubbing arrangement which might be entered into by common consent by the members during the perusal of this document. I repeat, I do not wish to make any apologies. It is uninteresting to me, therefore I think to you, to listen to the man who prefaces his remarks by a column of rubbish which is calculated to make the impression that he has not, in the matter in hand, sufficient time and opportunity to display his talents. In a matter of this kind, the idea of clubbing, and a deep rooted desire to club, naturally forces itself upon us, and I believe that in such a case, clubber and clubbed would receive a benefit,

I do wish to say, however, that I would have compassion for another if he had my subject for a foundation upon which to build his frame, and I must admit that I am somewhat disappointed that another theme was not assigned me. One in which I could more easily find, as it were, the grindstone which would bring forth the spars of eloquence so long concealed from the world, awaiting an opportunity to vent themselves.

Had the subject: "Demanding Full Rates Under the Law, or Is It Democratic to Rob the People Because the Statute Provides for It." been assigned me, I believe you will agree with me that I could have interested you and acquitted myself creditably.

Just here let me explain that in this connection a fellow scribe has written of us, that he could not hold us consistent in abusing monopolies, and insisting upon rob-

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bing the people in a demand for full legal rates for publishing Amendment No. 2, and declared us undemocratic. The question of clubbing, which forced itself upon me then has been settled in my mind, and I have concluded that to have clubbed with him would have been a waste of time. He was not susceptible of a benefit, and I could have received none. So you see that the question of clubbing, with other newspapers, and who reaps the benefit, is one which every editor must settle for himself. The advisability of clubbing, and the matter of benefit must be determined by surroundings, by the character of the thing clubbed, by the likelihood of defeat, by the good that may be accomplished, by the satisfaction to be attained and by anticipated results in general.

In thinking of the subject assigned me, I became satisfied that the executive committee does not favor clubbing and this perhaps accounts for a fact at which I am surprised, namely, that the member who proposed the subject for discussion escaped being clubbed. It was either this or the fact that the milk of human kindness flowing through their veins was so great as to awaken their sympathies. Otherwise I am satisfied that he would have been clubbed. Why not? Away off there in Little Rock, away from home and in their power, locked in a private room in some—

Well, I was about to say, some first-class hotel, but judging from the state of my own exchequer, and the price at which they publish legal advertisements for the state, and considering that they are but seven in number, I sincerely doubt if they could procure reduced rates, and I know that such accommodations come high.

At any rate he was somewhere, and I say he would, no doubt, have met with the clubber had something not interfered to prevent.

There are many instances in history and elsewhere when the clubber has received a temporary benefit, but none to my knowledge, when it was lasting. Cain clubbed Abel because he was the more favored of God. He thought to receive the benefit, and perhaps was benefitted temporarily, but in the end the clubbed received the benefit and the clubber was cursed. It is just so in clubbing newspapers. The ambition of the country editor is to please his subscribers. The clubbing idea is to show an unusual liberality to give something for nothing to increase your circulation. It makes friends for your paper. On its surface it wears a charming glitter. How many publishers stop to count the cost? It is perfectly natural for one to accept the surface deceits, and there are few indeed who figure on the expense of clubbing. One sees, unless he exercises close deliberation, a benefit to the clubber in every clubbing scheme sent out by the would-be clubbed. I say to you that within a large and varied experienced in the clubbing schemes heretofore offered, I have never received a benefit. All have been found, Cain and Abel like, full of disappointment.

I take the ground that the public does not appreciate the newspaper clubbing schemes. Occasionally there is a man who appreciates it and insists upon it. He is littleness personfied and too stingy to breath freely. I remembered one such man in my experience. Unfortunately for that class of citizens, this individual was a farmer—an all-cotton farmer, if you please—and he had called at my office, after having been dunned for what he owed, to say that he was surprised to get our bill. That there must be some mistake. He had only been getting "The Times" from us a few months, and that he had received no other papers in connection therewith, and surely we didn't want a dollar and a half for our paper alone. He was informed, that was about the size of it. He refused to pay. Said that the former publisher had sent him two or three papers besides his own for that sum and he did not propose to be humbugged, and rather insisted that I should send him the best paper in Arkansas, and one from Kentucky, Tennessee and Georgia, for the price of one, and finally left the office in disgust, after ordering his paper stopped, because these small favors were denied him. This is another case when clubbing could have been resorted to satisfactorily, and if properly done it would have been at least a favor to society to have clubbed this cheeky individual out of the sanctum.

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I have inserted most catchy advertisements in our paper offering everything from a jack-knife to a house and lot, and two first-class newspapers for the price of one, etc., and I do not now remember to have ever received a new subscriber through these influences. My latest experience was something of that kind. I offered a Memphis weekly with The Times—the two papers for $1.60. The subscriptions sent to the clubbed cost me forty cents each. The clubber reduced the price of his paper thirty cents. I received, perhaps, twenty orders, every one of them came from the best paying subscribers already on our books The experiment cost us a considerable amount of valuable space in our paper and several dollars in hard cash. I have had other valuable experience. It comes high, but we must all have it. I have learned a few things, and I am satisfied to have paid full value for them in cash. Seriously I do not favor the idea of clubbing with the other newspapers. As I said before, I have inserted various and sundry advertisements announcing the most tempting schemes of clubbing, and our replies invariably came from the best paying subscribers on our books. These were satisfied to pay the price asked for our paper and the reduction was a clear loss to us. There is, however, a satisfactory way out of this dilemma. Publishers of country newspapers will find it a more profitable plan to let it be known that they will take subscriptions for all newspapers free of charge, thus saving their subscribers and friends a stamp, paper and envelope and the trouble of writing, and in every such case the publisher can retain at least 20 per cent of the subscription price of the paper subscribed for and make a friend of the patron, receiving his good will and thanks for the service.

The question of clubbing with other newspapers is one of dollars and cents. It may be indirectly, but nevertheless a fact. Gain is the invariable ruling spirit, less the inevitable result. I speak whereof I know. I have never increased our subscription list nor made a dollar of profit from entering into or advertising any kind of a clubbing arrangement. I take it that the citizens in our part of the state are not different from those in other portions, in this particular, and when a newspaper is desired they are willing and ready to pay a full and reasonable price therefor. I have clubbed —and been clubbed—but through it all I have not received a benefit, unless it be in the fact that I have learned its cost and its results.

It is invariably a loss to offer two papers for a less sum than the regular subscription price of your own and the reduced price of the other added No publisher of a country newspaper can afford to reduce the price of his subscription in order to build up the subscription list of his city contemporary, because, besides the apparent loss in the reduction, and the use of valuable advertising space, at the best, he only catches an undesirable new subscriber he gives a gratuitous advantage to those who would subscribe and pay for the county paper anyway I say "undesirable new subscriber." because the man who waits for the clubbing scheme before he subscribes for his county paper is generally the one who after taking it for three years gets mad when you ask him to pay for it, and has the postmaster return it to the publisher marked refused, or moves out of the county and has the postmaster send a card bearing the intelligence that the paper addressed to John Smith remains dead in his office and to please discontinue same. Reason, "Party moved away."

In conclusion I am constrained to say that the clubber who persistently pursues the idea of clubbing, will find himself like the historical character who used to club enemies with the jawbone of an ass. He will eventually be taken in by the Phillistines.

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## RELATIONS OF ADVERTISING AGENTS TO THE COUNTRY PAPER.

W. W. FOLSOM, VIDETTE, AUGUSTA.

When first notified by the secretary that I was expected to prepare a paper on the "Relations of Adverting Agents to the Country Paper," I accepted the task set me without giving the matter a second thought, believing that an experience of fifteen years in publishing one and contracting with, or at least trying to contract with the other, would enable me to say something on this subject which would not be altogether uninteresting to the members of this association.

But after looking back over the years I have been engaged in the business, I am almost ready to say that there is no relation between the two parties named. And yet that would not be strictly true; for I regret to say that there is entirely too much relationship existing between them for the welfare of the paper, and I find my own business with the advertising agents proper, growing less and less as the years go by.

Years ago when I was young in the business, and saw an agency proposing to insert ten lines of advertising in 1,000 papers for four and half cents for each paper; or to have ten lines inserted in "leading paper" having a circulation of 1,000,000 copies for $20, thus giving ten lines 1,000 circulation for one fifth of a cent per line, felt that I must either accept these prices or not get foreign advertising, as I knew my circulation was much smaller than that *claimed* by the average country paper. But I began to calculate the cost of type setting I concluded that this would not pay for the work, as it would only give the publisher about 22 cents per thousand after allowing the agent his commission for securing such valuable(?) contracts, while the printer must be paid about 35 cents for his work; therefore, I must either have more than was thus proposed or let the work pass to others who could do it cheaper.

I mention these two propositions merely to show why I think there is too much relation with the advertising agent for the good of the country paper, and why my business with agents has decreased from year to year. But there are doubtless many brethren who are ready to say that advertising cannot be placed in any reputable paper in Arkansas for such prices, while others will hold that *none* are forced to accept them. The latter may be, and I believe is true, but my knowledge of what has been and is still being done in this line, is proof to me that the agent has a fair estimate of what he can do, and that such contracts are still being made with members of this association.

A home illustration or two will serve to show how correct he is in his estimate.

A few years ago a reliable agency sent out a proposition to nearly all the papers in Arkansas, offering $45 in printing material for twenty-three inches of space to run one year, and it was accepted by quite a number of papers, though it was not equivalent to $1 50 per inch net cash. A friend of mine who had a third larger circulation than I, refused the printing material, but accepted the contract at $45 cash; and was much surprised when he learned that I was getting $68 for sixteen inches of the same adverting, paid quarterly in advance.

Another case in point is a contract which I understand is now running with a reputable paper having possibly the largest circulation in the state, by which the paper agrees to run "Three inches at the top of a column, immediately following a full column of reading matter," for $18. per year This contract, it is but fair to say, was made by a special agent of the house for whom the advertising is done, who admitted to a friend that he would have paid $50 for the space rather than to have failed to secure it.

After these illustrations I think it will scarcely be necessary to say that in my opinion the relation existing between the agent and country paper is anything but what it should be or that I believe the remedy lies with the paper.

Mr. Geo. P. Rowell, a leading advertising agent, tells the whole story when he calls the advertiser his "client" and says the agent travels in his own interests the path which holds out the greatest prospect of reward;" or in plain terms the agent does

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the best he can for his "client" and himself, regardless of the effect on the "Other fellow."

I do not know that it is expected that I suggest a remedy for this wrong relationship between the agent and the paper, but, as Mr. Rowell might be considered good authority in this line and I am myself willing to accept him, I again quote from him. He says: "Under such conditions, the only possible way of swelling the returns of non-local advertising is for each publisher to fix his minimum terms at once and stiffen them with girders of steel, leaving the advertising agent to fairly and impartially represent to his "client" the essential facts of circulation, character and methods of business of the various publications." In other words the publisher must have a price and stand by it. And while I believe this can be done with reasonable success by a single paper, I am sure this much to be desired and could be reached by concert of action on the part of the papers represented in this association.

## REPORT DELEGATES NATIONAL EDITORIAL ASSOCIATION.

E. LANDVOIGHT, TIMES, FORREST CITY.

To the Officers and Members of the Arkansas Press Association.

In the absence of the national committeeman of the Arkansas Press Association, the duty of making a report fell upon my shoulders. The National Editorial Association, pursuant to call, met at Chicago, Ill., May 16, 1893. Our state association was conspicuous for the absence of its delegates, only one responding at the opening. That one, however, in his modest way, made noise enough to let them know that Arkansas was there, until he was ably seconded by the appearance of Messrs. Adams and Hull.

The forenoons of the two week's session were devoted to business of the association, and the afternoons were spent in doing the fair. The evenings found us in the care of the committees, who entertained us until the breaking of the dawn.

Not being much business before the associa tion, the time was agreeably passed in addresses and reading of papers, which were highly interesting and instructive.

The only item of importance transacted by the association was the passage of a law compelling subordinate associations to pay their full per capita tax whether represented by one or more delegates.

A trip to Europe, Florida, Ashville, N. C., and Asbury Park, N. J,. were put in nomination for the next place of meeting, resulting in the choice of Asbury Park, subject to the action of the executive committee, as there was some question as to transportation,

Ed. Landvoight was selected as committeeman for Arkansas

The courtesies extended by the city of Chicago and World's Fair commissioners were numerous, and it is estimated would amount in money to $30,000. The association seemed to be a very appreciative body, for very little was missed and all were loud in their praises. The Ninth session of the National Editorial Association at Chicago will ever be remembered by those who attended.

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## THE ASSEMBLY AT LISLES.*

BY T. B. MORTON, ENTERPRISE, FORDYCE.

At a meeting assembled for counsel at Lisles
There were wonderful forms dressed in wonderful styles;
But to name them all over your patience would try,
And for patience to fret is for patience to die.

In a pale yellow suit Mr. Telegram shown,
And it fitted so well that 'twas, doubtless, his own.
By his side was Miss Gossip, of whom he was warden,
And she was dressed out in a gay dolly-varden.

In a light, gauzy suit Mr. Poem was dressed,
And, with far away look, he appeared at his best;
But alas, like his suit, he was light for such crowds,
For his home, like his gaze, was among the white clouds.

Mr. Essay appeared not so much like a star,
And of dress made of texture more solid by far;
But the faults of the crowd, though they knew not his own,
Which were carefully hid, were quite well by him known.

Mr. Speech's attire was designed to win friends;
Mr. Lecture was dressed up in odds and in ends;
That of speech was well chosen to suit any weather;
That of Lecture was gewgaws, like beads strung together.

There were two who appeared in disjointed array,
But in standing and fame none were higher than they;
That Prescription was one odor settled belief,
And a musty old look said the other was Brief.

Mr. Sermon's black suit to demand made concession,
And Drama was dressed up to suit his profession.
Though coupled together in this, they were two
Who had with each other but little to do.

Many others were there whom 'twere useless to name,
But another'll be named who was well known to fame;
She was dressed in a gown which in style was "divine,"
In color becoming, in quality fine.

Just why she should dress in a gown is not clear,
In a claw-hammer frock quite as well she'd appear;
She'd a masculine face, and her waist was not taper,
But to all she was known as the lady newspaper.

'Tis perhaps to the fair sex a little unfair
To name nine to their two, but some others were there,
And besides this the two had the vim and the game
Against many such males to stand up, all the same.

They were all in a hubbub when Sermon arose,
Called the meeting to order, and then did propose
Mr. Essay for Chairman. Mr. Drama said he
Would prefer Mr. Poem, but would not disagree.

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The question was put, and of course, as expected,
Mr. Essay as chairman was duly elected;
Newspaper was chosen to serve them as clerk,
And then the assembly was ready for work.

The chairman explained that their coming together
Was to talk, not of church, nor of state, nor of weather,
But to talk of the place in the world filled by each,
And decide which was largest, if not beyond reach.

Miss Gossip was first "Mr. Chairman" to call,
And she said, "My position is well known to all;
There is not a nook nor a crook in this land
Where people reside that I take not a hand.

I drag forth the skeletons people would hide,
And secrets I give a publicity wide,
Our neighbor's shortcomings the others all know
Through me and I lengthen them out as they go.

There are those who condemn me quite roundly, 'tis true,
But what without me would the sisterhood do,
And the brotherhood, too, if my tongue ceased to rattle
To loosen up others with gossipy tatle?"

Miss Gossip sat down. Mr. Telegram said,
"Mr. chairman, Miss Gossip isn't very much read;
She's talky, I know, and like me has no views,
But I come with less tongue and bring readable news.

More careful than she, I am seldom untrue,
Pray, what without me would the news lovers do?
Like a flash do I come and annihilate space,
Making longitudes meet and the zones but one place.'

After Telegram, then Mr. Lecture arose,
As a statue composed and as perfect in pose,
"The mission I have, Mr. Chairman," said he,
"Is with humor to strike at the frailties I see.

I come, not like speech with his logic fallacious,
Condescending in tone and in manner most gracious,
Using arguments shallow and pathos no deeper,
Throwing anecdotes in as a crude anti-sleeper.

But with culture I come and a message I bring,
Not the sallies of wit which strikes but to sting,
But fresh from the fountain of Humor I bear
A balm for the wounds made by truths I declare.

The towns where I'm wholly unknown are but few,
And in many my voice has long ceased to be new,
And wherever I'm heard ever afterward then
All the people who hear want to hear me again."

Mr. Speech took the floor and in sonorous tone
Called out, "Mr. Chairman, 'tis very well known
That from time immorial people have heard
And been swayed and controled by the pow'r of my word.

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While the cities and towns hear the message I bring,
I am heard in the wood 'round the neighborhood spring,
To the old country church house the peasants I call,
And the rural school room is quite often my hall.

I appeal to each class, every question uphold,
Bringing truths to the surface like nuggets of gold,
To delight with their glitter, with worth to supply
The wants of the mind as the glitter to eye.

My opposers I meet in debate face to face.
Taking neither advantage of time nor of place,
Like Lecture, who strikes unopposed at the weak;
For my foes when I strike are invited to speak."

"Mr. Chairman," said Poem, "Mr. Chairman," said Brief,
Thus perplexing the Chair, who obtained great relief
When Brief with brief courtesy yielded the floor;
And Poem in praise of himself did thus soar.

"Mr. Chairman," said he, "in the great human heart
There are rich, dormant gems which to touch is to start
Into life, and the pleasures while living they give
Make the lives of their owners a pleasure to live.

With the wand of my magic these gems do I touch
And in use of the wand then my pleasure is such
That I realize what it is hard to believe
That to give is more pleasant than 'tis to receive.

There are pictures in life by the Master hand wrought,
Which can only be seen by the bright eye of thought
When painted in words, and in words I draw these,
Setting richly in color and music to pleas.

The earth and the sky both afford me a field,
And to me doth all nature her rich beauties yield;
Every deed that is grand into life do I start,
And the noble in thought borrows grace from my art.

I appear in all nations. I have lived through all times,
And all classes of men have been charmed by my rhymes;
I arouse the too quiet, the restless give rest,
Point to faith in God's Son, and am then at my best."

Coming out as they did, they had horns of their own,
But they all thought that Poem's was very well blown.
That it could, from its clear, ring tones, have no flaws,
And so Poem sat down in a burst of applause.

"Mr. Chairman," said Brief; "Mr. Brief," said the chair.
"In discussion," said Brief, "I desire to be fair,
And to state not a fact that you all can not see.
And to which you can't fully and freely agree.

There are many whose minds are too small to conceive
My relationship here, and who falsely believe
That I stir among neighbors disagreements so wide
That a case may be made for a court to decide,

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In which I may feather my nest with a fee,
Such persons have eyes through which they can see.
But one requires little of study or pains
To observe that these eyes are not rooted in brains

The devil, the strife maker, has need, it is true,
Of men for his work, and he needs not a few,
But the cunning old fox with the wisdom of ages
Takes a class that is large, and which works for less wages.

These same little minds whom old Satan employs
Further falsely charges, too, and it greatly annoys,
That by quirks and by turns I advantages take,
When the truth is these quirks but show Justice awake.

There are rights that are dear, there are wrongs that bring shame
To man's property, liberty, life or his name,
And on my profession this high duty throws
These rights to maintain and these wrong to oppose."

At a meeting like this it is often the case
That warmth of feelings to coldness gives place
At first, and that later a thaw melts them so
That it takes but a little to make them o'erflow.

This meeting was thus; and when Brief took his seat
There were clapping of hands and stamping of feet,
After this had subsided, Prescription, assured
Of patients, the floor for practice secured.

"The deeds that I do may much better than I
My service commend and my usefulness try;
For my duties lead not to the practice of speech,
And my healings of ills of me silently preach.

The mission I have is the monster to fight
Who turns human day into darkness of night,
Who stealthily goes to the homes that are bright
And loved ones strikes down with his death-dealing blight.

And the weapon I use is the skill I profess
Through attention obtained that mankind I may bless;
Though often 'tis said that I came by my skill
That rewards to myself might await on my will.

I go to the palace, where payments are sure,
And I go to the hovel, the home of the poor;
And the patients in each get the use of my skill,
Though I know when I go that the poor pays no bill.

In the day or the night, through rain or through snow,
Through mud or through dust on my mission I go
To relieve human ills; and the past I unlock
And its treasures of science I add to my stock."

"Mr. Speaker," the voice was dramatic, the sound
Betrayed that 'twas Drama's to every one 'round—
It was fullness itself, and was rounded so well,
And its clearness was that of the clear-ringing bell.

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"'The world is a stage,' says the greatest of bards,
And all men are players howsoever their cards
They cut, and the best of these players I take
And out of them dramatic characters make.

And I measure them all by the standard that's raised
In the great book of books whose giver be praised;
But my wise must be wisest, my good be the first,
My simple the simplest, my wicked the worst.

And in making them thus 'tis seldom I find
All the traits of a player in one man combined,
And so 'twill be seen that each highest creation
Has the sum of all virtues of one generation.

I make then a plot of a story complete,
In which all the acts of my characters meet,
So that traits that besmirch or adorn any age
May live to the public again on the stage.

But the plot is not made to my characters lose
In a vulgar display of spectacular views,
For it only results from the traits that I give
To the characters which on the stage breathe and live."

"Mr Chairman," 'twas Sermon who then called the Chair,
"The charge that I have is the perfect welfare
Of all human life, counting perfect the sum
Of that life in this world and the world's that's to come.

When the Babe of bright promise to Bethlehem came,
An angelic host gave the Shepherd his name,
And his coming announced; when he rose from the tomb,
Both angels and men saw the light pierce the gloom.

Then angels no longer were needed to teach
And me He appointed His gospel to preach,
And the Savior now uses my head and my tongue
That the bells of the gospel o'er earth may be rung.

This gospel I preach makes a standard so high
That living it here fits a soul for the sky;
And as life after death depends wholly on this,
The shorter one here fits the longer for bliss.

In brief, 'tis my mission on earth to proclaim
The tidings of joy that to Bethlehem came,
And the life that He lived, and the gloom His death bred,
And the glory that dawned when He rose from the dead.

That He came and He lived, He died and He rose
That man might be saved from the darkness of foes,
The dominion of sin, and be able to rise
Through faith in his name to a home in the skies."

Newspaper, who knew that she was the next
To treat of her virtues and stick to her text,
As the others had done, gave a coquetish glance
In addressing the Chair, and accepted her chance:

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"Miss Gossip in me finds a very warm friend,
And Telegram's mission without me would end,
I cause Mr. Lecture more hearers to reach,
And I add very much to the forum of speech.

Mr. Poem brings stanzas in a scrawl-scratched dress,
But I give them new robes as they go through my press,
And they come out so neat that their friends do not know
How shabby they looked e're I dressed them out so.

When Brief stands so nobly maintaining one's right,
Who is it that stands up for wrong in the fight?
It is Brief in each case, but I ever the scale
Without fee try to turn so that right may prevail.

When Prescription brings one from the verge of the grave,
He does what is grand thus a body to save
From a physical death, but I save the race
From the death that would follow were mine to take place.

I would not detract from what Drama has said
For Drama and I in close friendship are wed,
And I heartily join him in purging the stage
Of those vulgar spectaclars now quite the rage.

It is true that the mission of sermon is grand,
That 'tis noble in him for the Highest to stand,
But I take his words and ten people are reached
Through me to each one who attends them when preached.

But while these I assist, it is very well known
That I have too, a mission that's wholly my own,
Which Gossip can't tattle nor telegram tell,
Nor Lecture nor Speech ever fill it so well.

None of Poem's fine stanzas nor Brief's solid thought,
Nor skill of Prescription, nor characters wrought
Into plot by friend Drama, nor Sermon my sphere
Can fill nor so large a one occupy here.

I'm a leader of thought, and as questions arise
Touching human advancement I boldly advise,
Waiting not to be moved, like the wind turns a vane,
By the drift of opinion or mere hope of gain.

I am liberty's mouthpiece, I stand for the reign
Of law against anarchy; Peace, with her train
Of numberless blessings, against the dread sway
Of War, with the evils that darken his way.

I watch legislation, I influence courts,
And I guard against that which a danger imports,
Whether found in the action of one or of more,
And I lost equilibrium try to restore.

The wrong I condemn and the right I uphold,
Never taking a side for the mere love of gold;
For reward I thus reap: If the service I do
Is the best for my patrons, to me they'll be true.

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Thus spurred to my duty, I ever do try
To bring up society to standard so high
That virtue may win in the contest of life
And good will among men do away with all strife."

For a moment or two not a sound could be heard
After Newspaper closed with "strife" her last word;
But a few thought, no doubt, that she'd spread it on thick,
But none sought a tilt with a lady so quick.

Then a murmer arose, and a hemming and hawing,
The first from the crowd, the last the phlegm drawing
From the throat of the Chair, who arose from his seat,
Preferring when talking to be on his feet.

"Ladies and gentlemen," thus began he,
"All the speeches thus far have been pleasant to me;
Not a few have much skill, and of merit they all
Have enough to say 'here' at a merit roll-call.

The question at issue we've met to decide
Is, 'Which has the sphere the most useful and wide?'
And the question is one which in my province lies;"
—Peering over his glasses here, Essay looked wise;—

"But I would not assume now the question to settle
For fear 'twould arouse in a few of you mettle
Not easily laid; though I think that I may,
From the speeches here made, be safe when I say

That the question of fact never touching at all
Whether this one's too short or that one too tall,
Newspaper can take from the bush all the rags
When the contests are won by the tongue that best wags."

When the chairman sat down, Mr. Speech took the floor
And moved to adjourn as the business was o'er,
And the question was put and the motion was carried,
And these wonderful people no longer there tarried.

"Hoorah for Newspaper!" "Newspaper on top!"
"Just go it old Newsey!" "Let your tongue never stop!"
Of the cheers that were made, these were some of the styles
At the close of the meeting assembled at Lisles.

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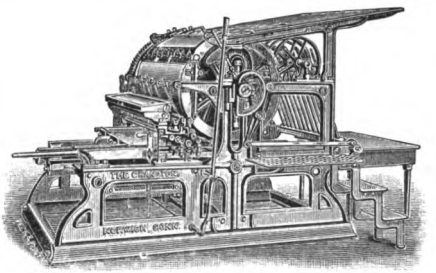
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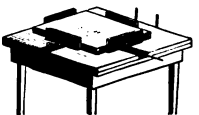
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